



Marketing Golden Rules Checklist

Before you send anything off via email or print, make sure you have the following 10 Golden Rules covered:

1. A headline with a HOOK – capture their attention

2. Sub headline – keep them reading

3. Keep it simple – focus on benefits

4. Use graphics and images wisely

5. Break it up – have some white space

6. Make an offer – an enticing offer

7. Include a “Call to Action”

8. Create urgency

9. Include a promo code for tracking

10. Contact information