

1. **Benefit-Oriented Headline** - what is the most compelling benefit you offer (what need to you fill)?

---

---

2. **Visual Image** - what type of visual (photo, illustration, look) will reinforce your message/grab the reader?

---

---

3. **Body copy** - what competitive advantages do you have? What benefits do your program/services provide? *Prioritize the benefits and lead off with the most powerful benefit.*

---

---

---

4. **Type of Clients Served** - think business titles, markets, or applications (engineers, nuclear, control panels)

---

---

---

5. **Products and Services** - list the products and services you offer

---

---

---

6. **Methodology** - outline how you do business, provide services, etc.

---

---

---

7. **Supporting Claims** - indicate research, supporting statistics, etc.

---

---

---

8. **Client List** - list the customers you've served...

---

---

---

9. **Testimonials** - include brief statements from satisfied customers

---

---

---

10. **Service Area** - description or listing of towns/states or a map.

---

---

---

11. **Fees & Terms (Optional)**

---

---

---

12. **Call to Action** - Ex. Register for a class, call for a quote, visit your website...

---

---

---

13. **Company Info** - include company name, logo, slogan, address, phone, fax, email, web, facebook, twitter, etc.

---

---

---

