

THE RADIO AD CHECKLIST:

DOES YOUR COMMERCIAL:

POINTS:

MAKE AN OFFER

25

GIVE A PRICE ON THE OFFER

25

ASK FOR A SPECIFIC ACTION

20

ADD URGENCY WITH TIME OR QUANTITY LIMITS

20

DEVELOP A THEME OR HOOK

15

IF THE RADIO COMMERCIAL SCORES LESS THAN 70 POINTS

"IT AINT GONNA WORK"

THIS CHECKLIST ONLY APPLIES TO THOSE WHO WANT IMMEDIATE RESULTS!