

BUILDING YOUR PROMOTION CHECKLIST

1	PROMOTION CREATION	
	What service are you selling?	
	What season or month is the target?	
	Who is the target demo?	
	What would they like for value added?	
	Create the headline	
2	IMAGE SELECTION	
	Select a season appropriate image	
	Select an age appropriate image	
	Select a service appropriate image	
	Is the image attention getting?	
	Is the image what they aspire to be or your demo?	
	Is there direct eye contact?	
	Does this fit your website and marketing theme?	
	Is the image the right layout? Horizontal or vertical	
	Does the image pull you emotionally into it?	
3	BUILDING YOUR PROMOTION	
	Offer of cross promotion is at least 10% value	
	Value is over \$100	
	Less than 3 font types	
	3 Selling benefits	
	Fun and catch headline	
	Just the details - you want them to call for more info	
	White space - make sure you have lot's	
	Review on a phone, that where it is usually viewed	
	Keep it simple and eye catching	
4	URGENCY AND OFFER	
	While supplies last or first 5 clients?	
	This month only or hard dates?	
	Call for details	
	Offer not valid with other promotions	
	No cash value	
	Non transferable	
5	PROOFING	
	Print out the promotion for proofing	
	Have multiple people proof	
	Check website, phone, address if applicable	
	Make sure the link goes to the correct web page	
	Set up click here for consultation	