



Sales-Boosting Bullets Completion Checklist

- ☐ The product benefits are easily identified in the bullets.
- ☐ Your bullets build urgency.
- ☐ Bullets focus on unique benefits rather than generic features.
- ☐ Bullets communicate the value of the product.
- ☐ Detailed and specific bullets identify the exact benefit of the product.
- ☐ All bullets begin with a number, an action verb, or "how to."
- ☐ Bullets are varied in length and structure.
- ☐ The landing page transitions naturally into and out of the bullets.
- ☐ The bullets communicate the advantage of having the product.
- ☐ The strongest bullets are at the top of the list.
- ☐ The second strongest bullets are at the bottom of the list.
- ☐ The weakest bullets are in the middle of the list.