

# AIDCA CRIB SHEET

***AIDA/AIDCA: every marketing book includes it, we all know it – but how consistently do we use it? Mark your copy out of 50 and see your writing improve – and your sales...***

## A

What is this? Why have I been sent it? Is it for me? Do I know *instantly*?

Does the headline show relevance or value?

Is there a *benefit* spelt out for me?

Is *urgency* communicated to me? (Act NOW and ???)

If it's something I could/should pass on to a colleague, do I know who?

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## I

Is this *interesting* to me? Is it *relevant*?

Does it tell me something I don't know – and want to/need to know?

Why am I spending valuable time reading this; is it of any value to me?

Is the 'pitch' engagingly-written – or boring? Does it *involve* me in the telling?

Do the headings/sub-headings quickly direct me to that bit of the text that most interests me?

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## D

What's in it for me? Is the offer attractive?

What do I gain – is it spelt out in words of one syllable – and without me having to read too far? (My time is *precious*...)

Is it *immediately obvious* why I should read any further – or even consider buying?

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## C

You say you're the 'best', the 'most informed', the 'most up-to-date'. You say you're **UNIQUE... GREAT VALUE!** Don't make me laugh – who *doesn't* say THAT! So – why should I believe you...

Show me some proof. Tell me what your customers say? Who *are* your customers? Any third party product reviews? *Prove* you're what you say you are.

And even so, how can I be certain you/your product are as good as you say, as good as your customer quotes? (Perhaps you wrote those quotes yourself?)

Show me your faith in the product. Give me a guarantee. Put your money where your mouth is...

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## A

What does this leaflet/letter/email want me to do? Is it *clear*? Is it *easy*? *When* should I do it – and why?

*How* do I do it? (I'm so busy right now, perhaps I should come back to this later – shove it in the in-tray for now...)

Does it make any difference to me whether I do it today... or some other time? Or at all?

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