

DGM 3110 Final Ad Project Grading Rubric 2011

300 Points possible:

Visually “Pops” (30 pts)

Headline that Stops Prospects in Their Tracks (30 pts)

Subheads that attract emotional attention AND break up the layout into skim-able chunks (15 pts)

Bullet points that communicate BENEFIT to the prospect, not features of your product/service, AND that “create an itch that’s expensive to scratch” (30 pts)

Social proof (testimonials) (30 pts)

Price Justification (compare apples to oranges) (15 pts)

Risk reversal (30 pts)

Bonuses (15 pts)

Strong call to action (20 pts)

Urgency Element (30 pts)

Use of PS x2-3 (20 pts)

Use of FOUR of Cialdini’s Influence Factors (15 pts) (3 are already included in the above requirements.)

Spllelling, Grammar,:’ and Punctuation (20 pts)