

7 Factors that Will Improve a Card's Performance

Headline - [Resource](#)

Does the headline address the needs of Sarah?

- Is it relevant, desirable, or valuable to **Sarah**?
- Does it use [Emotional-Factors](#)? (E-Factors - Words and phrases that appeal to Sarah's emotions)

Offers - [Resource](#) (see offer section) | [Resource 2](#) | [Resource 3](#) (see sec VI - Offers)

Are they using the most compelling offers for Sarah?

- Is it what **Sarah** wants and at a great price?
- Does the verbiage of the offers appeal to **Sarah**?
- Do their competitors offer a better deal?

Testimonials - [Resource](#)

Are they effectively using testimonials?

- Do the testimonials inform, engage, or intrigue **Sarah**?
- Do the testimonials give specific experiences with the practice?
- Do they showcase their 5-star reviews?

Copy Text [Resource 1](#) | [Resource 2](#) | [Resource 3](#)

What are they saying to persuade Sarah to take action?

- Do they use [Emotional-Factors](#)? (E-Factors - Words and phrases that appeal to **Sarah's** emotions)
- Does the copy text reinforce the primary elements (headline and offers) featured on the card?

Callouts - [Resource 1](#) | [Resource 2](#)

Do the callouts grab Sarah's attention and make a compelling point?

- Do the callouts provide information or credibility at a glance?
- Do the callouts make a call to action?

Marketable Attributes [Resource 1](#) (Read section VIII: Benefits Over Features)

Do the bullet points help Sarah make the decision to call?

- Do the bullet lists focus on benefits?
- Do they reinforce the primary elements (headline and offers) featured on the card?
- Do they provide secondary or tertiary benefits?

Imagery - [Resource 1](#)

Does the imagery appeal to Sarah and support the message of the card?

- Do the photos appeal to **Sarah's** demographics?
- Do they have well-taken doctor, staff, or office photos?
- Will the images attract **Sarah's** attention?