The 5 Copy Quality Questions

1. What is the objective of this piece of copy?

2. What is the writer doing to accomplish this objective? Why does it work? How does it work? And how could they do it better?

3. What mistakes is the writer making that is keeping him from achieving their objective? How could they fix it? How can I keep from making these mistakes myself?

4. What would the reader/avatar feel as they read this copy?

5. What lessons from the bootcamp do I see at play in the copy?