**CHECKLIST: My Promotion Checklist**

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| **My Promotion Checklist** | **Yes**  **✓** | **No**  **🗶** |
| Have I got a strong headline that will attract my target customer? |  |  |
| Are my words strong enough to interest the reader? |  |  |
| If I have used an illustration or photograph, will it reproduce well and has it got a caption? |  |  |
| Do I own the image copyright? |  |  |
| Do I clearly tell the reader what to do next? |  |  |
| Are my contact details (telephone number, email address, web address) clear and visible? |  |  |
| Have I included a response code or some way to measure success? |  |  |

**Notes:**

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