

Rate the package on each criterion by circling the rating, with 5 = best, 0 = worst.

Cardinal Rule Number	Criterion	Rating	Weight	Total
1	Speaks to the reader, from the signer. Uses the singular personal pronouns, <i>you</i> and <i>I</i> .	0 1 2 3 4 5	× 2 =	
2	Talks about benefits, not needs.	0 1 2 3 4 5	× 3 =	
3	The "offer" is unmistakably clear. Benefits to donor are compelling. Asks for a specific amount of money or other explicit act.	0 1 2 3 4 5	× 5 =	
4	Unified into a whole package, with components reinforcing each other.	0 1 2 3 4 5	× 2 =	
5	Powerful writing style: short words, emotion, short sentences, short paragraphs, no ten-dollar words, foreign expressions, abbreviations, acronyms. Uses Anglo-Saxon, not Latin.	0 1 2 3 4 5	× 2 =	
6	Formatted and designed for easy reading. Uses white space, indents, bullets, underlining, a P.S. Looks like a typewritten letter.	0 1 2 3 4 5	× 1 =	
7	Establishes urgency by making the case to take action <i>now</i> .	0 1 2 3 4 5	× 2 =	
8	Letter is as long (or as short) as necessary to make the case. Must address all the unspoken questions a reader is likely to have.	0 1 2 3 4 5	× 1 =	
9	Outer envelope commands attention, provokes curiosity.	0 1 2 3 4 5	× 3 =	
10	Response device makes it easy to take action.	0 1 2 3 4 5	× 2 =	
11	Effectively uses color, graphics, white space to emphasize essentials: benefits, deadline, call to action.	0 1 2 3 4 5	× 1 =	
TOTAL				

Total the 11 ratings. (Remember: $0 \times 5 = 0!$) Then, to evaluate your score, turn to the next page.

EXHIBIT 8.7 Rating Your Writing Worksheet

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