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|---|
| #Writr Research |
| Checklist |
| Client |
| Client company and industry |
| The target market |
| The target market's stage of awareness |
| Review mining |
| Surveys |
| Interviews |

| #Writr Copy | |
|-------------------------|--|
| Review Checklist | |
| Clarity | |
| Concise | |
| Value | |
| Specificity | |
| Tone & Voice | |
| Message Matching | |
| One clear CTA | |
| | |