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THE DAILY SCRIPT DOCTOR WORKBOOK.

EARL PILKINGTON

ADVERTISMENT:

Radio Copy Paste

We have a way with words

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Launched in 2024, Radio Copy Paste (R.C.P.) has become the place that the radio copywriting community come to share their insights, thoughts, frustrations and achievements with other radio copywriters throughout the world.

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INTRODUCTION:

In your office, away from the real world, a radio commercial script only looks as good to you as your last coffee makes you think it is.

That is, the difference between a forgettable commercial and one that drives measurable results often comes down to the just the script.

So how do you know that the script you have just written is as good as it could be?

Be as creative as it can be while getting the clients message across?

While creativity cannot be reduced to formulas, decades of radio copywriting experience has taught me that certain principles consistently separate effective radio commercials from those that fall flat.

While you could leave it for 10 minutes, come back and look at the script again, or give it to someone to read and ask what they think - what would be better would be to check it against something to see if it reaches a benchmark that you are happy with.

The 'Daily Script Doctor Workbook' distills many proven radio copywriting principles into a practical evaluation tool designed and tested by radio professionals.

It's built on a simple premise: great radio copy doesn't happen by accident, instead it is crafted with intention, refined through assessment, and delivered with confidence.

For years I have been trying to figure out a way to ensure that every script that I wrote did this, and that I could be confident with not only my skills as a copywriter, but hand those skills on to the next copywriter I met - the solution started life as a simple checklist - which grew, grew and grew.

I encourage you to follow the directions after the CONTENTS page, and print pages 1 through to 14 as double sided print outs (giving you 7 actual pages) then, work your way through your script to see how it scores.

Then attach it to your script - and re-write or fix, do it again and again if needed to bring your score up to over the 90% mark before you send it through to the client, or production.

This will mean that you will not only see your script change, but you will learn new skills and improve your writing along the way - the next time you will see how quickly your skills will improve, your scripts will get better, and achieve more for your clients - bringing them back to radio again and again.

Earl Pilkington
JUNE, 2025

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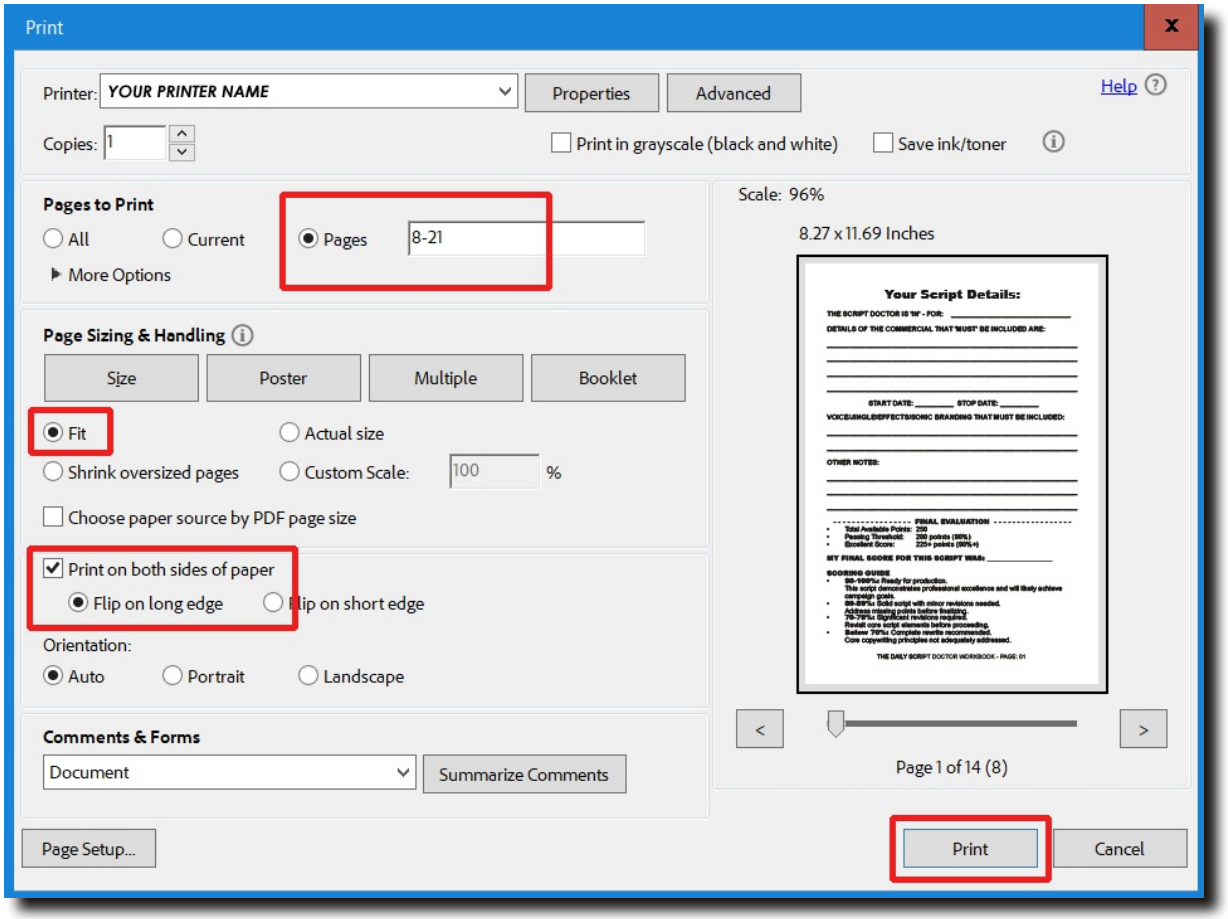
HOW TO PRINT-OUT:

1. Print the "Pages" and type in "8-21" that will print pages numbered 1 through 14.
2. Click on "Fit"
3. Make sure to click on "Print on both sides of paper"
4. Click on "Flip on the long edge"
5. Press "PRINT".



HOW TO USE:

This workbook serves two critical functions:

1. As a Final Quality Check:

When you've completed a script, run it through the workbook's comprehensive checklist to identify strengths and weaknesses before production.

The scoring system provides an objective measure of your script's readiness, highlighting specific areas that need attention.

2. As a Development Guide:

If you are feeling stuck on a challenging script then use the workbook's sections as prompts to unlock new creative approaches and ensure you're addressing all the elements that make radio advertising effective.

The checklist is organized into 12 critical categories, each focusing on a specific aspect of radio copywriting excellence.

Each item includes detailed criteria and examples to clarify what success looks like.

The point-based scoring system helps quantify your script's effectiveness while maintaining room for creative flexibility.

WHY IT WORKS:

Unlike general advertising guidelines, 'The Daily Script Doctor Workbook' is specifically calibrated for radio's unique strengths and limitations as a medium.

It accounts for:
- The intimate, one-to-one nature of radio communication
- The passive listening context of most radio consumption
- The power of theater-of-the-mind visualization
- The critical importance of the first three seconds
- The necessity of clear, memorable calls to action
- The challenges of conveying information without visual aids
- The specific timing constraints of radio formats

By addressing these medium-specific factors, the workbook ensures your scripts don't just sound good on paper - they perform in the real world where listeners are distracted, stations are crowded, and attention must be earned in seconds.

WHO SHOULD USE THIS WORKBOOK?

The Daily Script Doctor Workbook is valuable for:
- **New Radio Copywriters:** Learn the fundamental principles of effective radio copywriting while developing professional assessment habits.
- **Experienced Copywriters:** Use it as a quality control mechanism to ensure nothing important is overlooked in the rush of daily deadlines.
- **Creative Directors:** Establish consistent standards across your team and provide constructive feedback grounded in proven principles.
- **Account Managers:** Better explain to clients why certain creative choices were made and how they serve campaign objectives.
- and **Clients:** Who can gain insight into what makes radio advertising effective and how to evaluate proposed scripts objectively.

THE RESULTS YOU CAN EXPECT

Consistent use of The Daily Script Doctor Workbook leads to:
- Higher response rates from radio campaigns
- More efficient script development processes
- Fewer revision cycles and client objections
- More distinctive, memorable commercial content
- Better integration with multi-channel campaigns
- More confident, purposeful creative decisions

The 215-point scoring system isn't about constraining creativity - it's about channeling it effectively.

Every point represents a principle that, when applied thoughtfully, increases your commercial's chances of cutting through the clutter, connecting with listeners, and driving the desired response.

Turn the page and start diagnosing your scripts.

Your clients, listeners, and your creative reputation will thank you.

Your Script Details:

THE SCRIPT DOCTOR IS 'IN' - FOR: _____

DETAILS OF THE COMMERCIAL THAT 'MUST' BE INCLUDED ARE:

_____

_____

_____

_____

START DATE: _____ **STOP DATE:** _____

VOICE/JINGLE/EFFECTS/SONIC BRANDING THAT MUST BE INCLUDED:

_____

_____

OTHER NOTES:

_____

_____

_____

- - - - - - - - - - - - - - - - - FINAL EVALUATION - - - - - - - - - - - - - - - - -

- Total Available Points: **250**
- Passing Threshold: **200 points (80%)**
- Excellent Score: **225+ points (90%+)**

MY FINAL SCORE FOR THIS SCRIPT WAS: _____

SCORING GUIDE

- **90-100%:** Ready for production.
  This script demonstrates professional excellence and will likely achieve campaign goals.
- **80-89%:** Solid script with minor revisions needed.
  Address missing points before finalizing.
- **70-79%:** Significant revisions required.
  Revisit core script elements before proceeding.
- **Below 70%:** Complete rewrite recommended.
  Core copywriting principles not adequately addressed.

Your Pre-Writing Strategy:

TOTAL VALUE = (25 POINTS)

[ ] Have you clearly identified ONE primary objective for this commercial?
(5 points - only for 1, more than that = 0 points)

- o Branding
- o Direct response/call to action
- o Event promotion
- o Awareness building
- o Information/education

[ ] Have you defined a SPECIFIC target audience with demographic and psychographic details?
(5 points)

[ ] Have you researched your audience's primary pain points or desires related to this product/service? (3 points)

[ ] Have you established the single most important emotional response you want to evoke?
(4 points)

- o Urgency
- o Trust
- o Excitement
- o Relief
- o Pride
- o FOMO (Fear of Missing Out)
- o Security
- o Belonging

[ ] Have you determined what specific action you want the listener to take?
(5 points)

[ ] Have you established how this commercial fits within the client's overall marketing strategy?
(3 points)

YOUR TOTAL: _____

NOTES:

Your Opening Strategy:

TOTAL VALUE = (20 POINTS)

[ ] Does your script begin with something attention-grabbing (NOT the client's name)?
(5 points - only if you have a maximum of 2)

- o Unexpected sound effect
- o Provocative question
- o Startling statement
- o Humorous setup
- o Relatable scenario
- o Sound Effect or Music Sting

[ ] Does the opening line create intrigue or curiosity that compels continued listening?
(4 points)

[ ] Does the opening establish an emotional connection within the first 3 seconds?
(4 points)

[ ] Have you created a "theater of the mind" scenario using sound effects or vivid language?
(4 points)

[ ] Is your opening differentiated from standard radio commercial openings?
(3 points)

YOUR TOTAL: _____

The Body/Message Development:

TOTAL VALUE = (25 POINTS)

[ ] Does your script maintain focus on ONE clear message throughout? (5 points)

[ ] Have you used conversational language that sounds natural when spoken aloud? (3 points)

[ ] Have you eliminated all technical jargon, industry terms, and acronyms unfamiliar to the average listener? (3 points)

[ ] Have you told the story from a unique perspective or point of view?
(3 points total - only if you have 1 of these)

- o Customer perspective
- o Third-party endorsement
- o Unexpected narrator
- o Metaphorical approach

[ ] Have you used characters that feel authentic and three-dimensional (not clichéd)? (3 points)

[ ] Have you addressed a specific pain point or desire of your target audience? (3 points)

[ ] Have you included a unique selling proposition that clearly differentiates the client? (3 points)

[ ] Have you provided proof points or evidence for claims (testimonials, statistics, guarantees)? (2 points)

YOUR TOTAL: _____

Your Persuasion Techniques:

TOTAL VALUE = (15 POINTS)

[ ] Have you employed effective persuasion techniques?
(Choose at least 3 to get full 6 points)
- o Social proof ("thousands of satisfied customers")
- o Scarcity ("limited time offer")
- o Authority (expert endorsement or credentials)
- o Reciprocity (offering something of value)
- o Commitment (starting with small agreement)
- o Liking (creating rapport through shared values)
- o Unity (emphasizing shared identity with listener)

[ ] Have you anticipated and addressed potential objections or concerns?
(3 points)

[ ] Have you used sensory language that engages multiple senses? (3 points)

[ ] Have you incorporated repetition strategically for key points without sounding redundant? (3 points)

YOUR TOTAL: _____

The Call To Action:

TOTAL VALUE = (15 POINTS)

[ ] Is your call to action clear, direct and easily achievable? (5 points)

[ ] Have you created urgency without sounding desperate or using clichéd urgency phrases? (3 points)
- o Limited availability
- o Time-sensitive offer
- o Seasonal relevance
- o Progressive incentive ("the sooner you act...")

[ ] Have you made the response mechanism easy to remember?
(3 points, only if you have 1 of these)
- o Memorable URL
- o Simple phone number
- o Distinctive location

[ ] Have you repeated the call to action at least twice in the script? (2 points)

[ ] Have you provided a compelling reason WHY the listener should act now?
(2 points)

YOUR TOTAL: _____

Your Memorability Factors:

TOTAL VALUE = (15 POINTS)

[ ] Have you incorporated at least one memorability technique? (5 points)
- o Jingle or sonic branding
- o Tagline or slogan
- o Distinctive voice or character
- o Unique sound signature
- o Unexpected humor
- o Surprising twist

[ ] Is there a clear brand connection that listeners will remember even if they forget other details? (4 points)

[ ] Have you used rhythm, rhyme, alliteration or other mnemonic devices to enhance recall? (3 points)

[ ] Does your script contain a "purple cow" element that makes it stand out from typical commercials? (3 points)

YOUR TOTAL: _____

Conversational Ads:

TOTAL VALUE = (20 POINTS)

[ ] Have you included clear, concise instructions for voice talent? (5 points)
- o Character description
- o Tone guidance
- o Pronunciation notes
- o Emotional progression
- o Working together or pulling in different directions

[ ] Have you specified a gender read? (3 points)

[ ] Could the script and client be better served by a different gender read as all other commercials on your station in that category are by that gender? (5 points)

[ ] Have you noted any specific pacing, tone shifts, or emphasis points? (3 points)

[ ] Have you provided guidance on transition between multiple voices? (4 points)

YOUR TOTAL: _____

Script Mechanics & Structure:

TOTAL VALUE = (25 POINTS)

[ ] Have you timed your script to ensure it fits the allotted time with proper pacing? (4 points)

- 15 seconds: 30-40 words
- 30 seconds: 70-80 words
- 60 seconds: 140-160 words

[ ] Have you read your script aloud to check for rhythm, flow and natural speech patterns? (3 points)

[ ] Have you removed all clichés, overused phrases and radio commercial tropes? (4 points)

- "For all your [X] needs"
- "Friendly, knowledgeable staff"
- "Conveniently located"
- "But wait, there's more"
- "Act now"
- "Your one stop shop"

[ ] Have you eliminated all unnecessary words and phrases? (5 points)

[ ] Have you varied sentence length and structure to create auditory interest? (3 points)

[ ] Have you checked that your script fits the established brand voice? (3 points)

[ ] Does your script follow a logical flow that builds toward the call to action? (2 points)

YOUR TOTAL: _____

Your Production Guidence:

TOTAL VALUE = (10 POINTS)

[ ] Have you specified music genre and mood that enhances your message without competing with it? (4 points)

[ ] Have you indicated strategic placement of sound effects that enhance rather than distract? (3 points)

[ ] Have you considered how this script will sound in both headphones and car/home speakers? (3 points)

YOUR TOTAL: _____

Your Audience Engagement:

TOTAL VALUE = (15 POINTS)

[ ] Does your script speak directly to the listener using "you" language rather than third-person? (3 points)

[ ] Have you created a moment of listener self-identification ("If you've ever...")? (3 points)

[ ] Does your script respect the listener's intelligence without talking down to them? (3 points)

[ ] Have you considered the mental and physical context where listeners will hear this ad? (3 points)

- Morning commute mindset
- Workplace environment
- Weekend relaxation mode
- Multitasking scenarios

[ ] Have you created a "lean-in moment" where attention naturally peaks? (3 points)

YOUR TOTAL: _____

Your Accuracy Checklist:

TOTAL VALUE = (15 POINTS)

[ ] Have you triple-checked the client's name spelling and pronunciation? (2 points)

[ ] Have you triple-checked the business name spelling and pronunciation? (2 points)

[ ] Have you triple-checked the website address? (2 points)

[ ] Have you triple-checked the phone number (if included)? (2 points)

[ ] Have you triple-checked the business address (if included)? (2 points)

[ ] Have you triple-checked all campaign dates and event dates? (2 points)

[ ] Have you verified all promotional offers, prices or claims with the client? (3 points)

YOUR TOTAL: _____

Is It Optimised For Radio?:

TOTAL VALUE = (20 POINTS)

[ ] Have you leveraged radio's unique strengths as an intimate, one-to-one medium? (4 points)

[ ] Does your script account for radio's theater-of-the-mind advantage over visual media? (4 points)

[ ] Have you considered the station format and how your commercial will fit within that environment? (3 points)

[ ] Have you accounted for the time of day your commercial will primarily air? (3 points)

- Morning drive: brief, energetic messages
- Midday: more detailed information
- Afternoon drive: actionable, memorable messages
- Evening/weekend: more storytelling approach

[ ] Is your message appropriate for the passive listening nature of radio consumption? (3 points)

[ ] Have you utilized sound design to compensate for the lack of visual elements? (3 points)

YOUR TOTAL: _____

Cross Platform Integration:

TOTAL VALUE = (15 POINTS)

[ ] Does your radio script align with messaging across other marketing channels? (4 points)

[ ] Have you included digital touchpoints that extend the radio message? (3 points)

[ ] Have you considered how to reinforce radio messaging through other media? (3 points)

[ ] Have you created audio elements that can be repurposed for podcasts, streaming or digital audio? (3 points)

[ ] Have you incorporated campaign hashtags or searchable phrases if appropriate? (2 points)

YOUR TOTAL: _____

The Competitive Differentiation:

TOTAL VALUE = (15 POINTS)

[ ] Have you listened to competitors' radio commercials to ensure yours stands apart? (4 points)

[ ] Does your script avoid industry clichés specific to the client's category? (4 points)

[ ] Have you positioned against competitors without directly naming them (if appropriate)? (3 points)

[ ] Does your script highlight unique benefits or approaches that competitors don't offer? (4 points)

YOUR TOTAL: _____

Have You Considered...:

FOR DIRECT RESPONSE COMMERCIALS

- Does the offer have clear value that justifies immediate action?
- Have you emphasized benefits over features?
- Is the response mechanism repeated enough times to be memorable?
- Have you created a sense of scarcity or urgency that feels genuine?
- Does the script address potential objections to taking action?
- Have you included a no-risk guarantee if applicable?
- Is there a clear incentive for acting immediately versus later?

FOR BRANDING COMMERCIALS

- Does the script reinforce the core brand promise or positioning?
- Have you included distinctive brand audio elements (sonic branding)?
- Is the tone consistent with previous brand communications?
- Will listeners connect this message to previous brand exposures?
- Does the script create or reinforce a brand personality?
- Have you focused on emotional connection over rational arguments?
- Does the commercial create a memorable brand moment?

FOR LOCAL BUSINESS COMMERCIALS

- Have you established local relevance and community connection?
- Does the script avoid generic claims that could apply to any business?
- Have you included geographical markers or references familiar to locals?
- Is there a personal element that humanizes the business?
- Does the script leverage local knowledge, challenges or culture?
- Have you highlighted community involvement or local history?
- Does the business owner's personality come through if appropriate?

FOR EVENT PROMOTION

- Is the date mentioned at least three times?
- Have you clearly communicated location details with landmarks if helpful?
- Have you built excitement through sensory descriptions of the event?
- Is the value proposition for attending crystal clear?
- Have you addressed potential barriers to attendance (parking, tickets, etc.)?
- Have you created FOMO (fear of missing out) for non-attendees?
- Does the script convey the unique experience of the event?

FOR SEASONAL PROMOTIONS

- Does the script leverage the emotional aspects of the season?
- Have you used seasonal sound cues without resorting to clichés?
- Is the seasonal relevance clearly connected to the product/service?
- Have you created urgency tied to the limited seasonal window?
- Does the message stand out from other seasonal advertisers?

Final Evaluation Questions:

- Did the script pass the "bar test"? (Could you explain it to someone in a noisy bar,pub or tavern and they'd still get it?)
- Would this script stand out if surrounded by 5 other commercials?
- If someone heard only the middle 10 seconds, would they still understand what's being advertised?
- Does this script sound like it was written specifically for radio, or could it work unchanged in print/TV?
- If a listener heard this commercial 3+ times, would they become annoyed o remain engaged?
- Has the client's message been distilled to its most essential, compelling form?
- If listeners remember only one thing from this commercial, will it be the right thing?
- Does this commercial reward repeated listening with layers of meaning or humor?
- Could this script win a creative advertising award while still delivering results?
- If your biggest competitor aired this exact commercial, would it damage your client's business?
- Would the client's existing customers recognize and approve of this representation of the brand?
- Five years from now, could this commercial still work, or is it too trendy or time-specific?

Your Final Evaluation Score:

FINAL EVALUATION

- Total Available Points: **250**
- Passing Threshold: **200 points (80%)**
- Excellent Score: **225+ points (90%+)**

MY FINAL SCORE FOR THIS SCRIPT WAS: _____

SCORING GUIDE

- **90-100%:** Ready for production.
  This script demonstrates professional excellence and will likely achieve campaign goals.
- **80-89%:** Solid script with minor revisions needed.
  Address missing points before finalizing.
- **70-79%:** Significant revisions required.
  Revisit core script elements before proceeding.
- **Below 70%:** Complete rewrite recommended.
  Core copywriting principles not adequately addressed.

AS A RADIO COPYWRITER YOU WANT A SIMPLE WAY TO ASSESS YOUR SCRIPTS?

You have spent hours working on it, but you are starting to second guess what you have written - or maybe you are stuck and not sure how to start - or you think that this is it! "This is THE one that will win an award" But how can you be sure?

While you could leave it for 10 minutes, come back and look at the script again, or, give it to someone to read and ask what they think...

What would be better would be to check it against something to see if it reaches a benchmark that you are happy with.

The 'Daily Script Doctor Workbook' distills proven radio copywriting principles into a practical evaluation tool designed and tested by radio professionals with decades of radio experience behind them.

Designed and used by the team behind RADIO COPY PASTE MAGAZINE the "Daily Script Doctor Workbook" is all this and more rolled into a short, simple and easy to use book.