

EMBARGOED UNTIL: WEDNESDAY JUNE 11, 2025

New Script Evaluation Tool for Radio Copywriters

Tested around the world by radio copywriters and readers of Radio Copy Paste Magazine, the Daily Script Doctor Workbook "distills proven copywriting principles into a practical 250-point scoring system specifically calibrated for radio's strengths and is a simple assessment tool packed into less than 20 pages."

*"The Daily Script Doctor Workbook" provides a comprehensive 250-point assessment system to elevate a radio commercial scripts effectiveness, and you can download yours for free from **www.radiocopywriters.com**.*

Radio copywriting veteran Earl Pilkington says that "The Daily Script Doctor Workbook," is a simple, practical and proven tool designed to transform how radio copywriters honestly assess and refine their commercial scripts before client presentation."

Comprehensive System

"Many testers used the workbook on those scripts that had them stuck, and they couldn't figure out why – by working through it, they uncovered simple fixes and discovered problems they hadn't spotted before."

The Daily Script Doctor Workbook does this across twelve essential script writing categories including pre-writing strategy, opening hooks, message development, persuasion techniques, call-to-action effectiveness, memorability factors, production guidance, and radio-specific optimization.

The scoring system provides clear benchmarks: scripts achieving 90-100% are ready for production, 70- 90% require some work, and below 70% require rewrites. This removes guesswork from the creative process while maintaining creative flexibility.

"Consistent use of the workbook delivered improvements in writing skills, including higher response rates, more efficient development processes, fewer revisions, and more distinctive commercial content, and we love that!"

About the Author

Earl Pilkington brings over 40 years of copywriting experience across multiple media platforms. He is founder of RadioCopywriters.com and publisher of Radio Copy Paste magazine, the premier quarterly resource for the global radio copywriting community. The Daily Script Doctor Workbook continues the publisher's commitment to elevating industry standards through accessible, professional education.

Availability

*The Daily Script Doctor Workbook is available as a free download from **www.radiocopywriters.com**.*

Media Contact:

All marketing inquiries: **allmarketing@radiocopywriters.com**

Website: **www.radiocopywriters.com**