

# Sales Copy Practice Test Questions and Answers

## 1. What is the primary purpose of a headline in sales copy?

- A) To provide detailed product specifications
- B) To grab attention and encourage further reading
- C) To include legal disclaimers
- D) To list company credentials

## 2. Which psychological principle is most effective in sales copy to create urgency?

- A) Social proof through testimonials
- B) Scarcity and limited-time offers
- C) Detailed feature explanations
- D) Company history and background

## 3. What does the acronym AIDA represent in sales copywriting?

- A) Attention, Interest, Desire, Action
- B) Analyze, Improve, Develop, Achieve
- C) Advertise, Inform, Display, Announce
- D) Approach, Investigate, Direct, Assess

## 4. When writing benefits-focused copy, what should you emphasize?

- A) Technical specifications and features
- B) How the product solves customer problems and improves their life
- C) Manufacturing processes and quality control
- D) Pricing comparisons with competitors

Answers: 1-B 2-B 3-A 4-B

For More Sales Copy Questions and Answers FREE, Sales Copy Online Prep Training, Sales Copy Exam, Sales Copy Study Guide, Sales Copy Flashcards, Sales Copy Quizzes visit:

## Sales Copy Practice Test