“You’ve Made a Great Decision to Attend This Event. Now Make Certain We Have the Information We Need To Create the Changes and Strategies as Well as the Tactics and Killer Copy to Help you Boost Profit AND Transform Your Business or Professional Practice.”



***This guy answers your questions.***

We will use your answers to this series of questions as the basis for collecting information vital to your copywriting/marketing project. You don’t have to answer ALL of these questions, however, we will use this information to create a marketing or copywriting blueprint. The more information you provide about the product/program/service being sold... the business doing the selling... and the hearts and minds of the prospect being targeted, the more effective your sales copy will be. And, the more your business or life can be transformed. Keeping this in mind, please complete this questionnaire with as much detail as possible.

What is Your Name/Business Name?

|  |
| --- |
|  |
|  |
|  |

What are your goals for this marketing/copywriting project?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Necessary contact info?

|  |  |  |
| --- | --- | --- |
| Contact Name | Office | Cell |
| Primary: |  |  |
| Copy Review Approval: |  |  |
| Others: |  |  |
|  |  |  |

What is the Product/Service Name or Title?

|  |
| --- |
|  |
|  |
|  |
|  |

Unique Selling Proposition for the business? Different for product/service?

|  |
| --- |
|  |
|  |
|  |
|  |

Key Promises made that the product will deliver on? (3-5)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What is your product or service’s Big BOLD Promise – the outcome the prospect really wants to achieve? (This should key to an emotional need of the prospect.)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Do you have testimonials about your business? About this product/service? The more the better. Text. Audio. Video. Identify here.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Who exactly is the audience/customer for this product/service? The more clearly defined the better. B2C, for example, should include age range, sex, geography, household income, and education (if known).

B2B: size of company, geography, decision maker id, revenue (if known):

|  |
| --- |
|  |
|  |
|  |
|  |
| B2C: Where they live, age, gender, occupation, hobbies, interests, what magazines/websites they read, political leanings, etc.: |
|  |
|  |
|  |

Next: Emotional info... what are their hopes, their dreams, their fears, and the things that cause them pain? What keeps them lying awake at night? Use the language that they use to describe it.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

WHY do they need the help? What is the key problem you are going to solve and/or the key transformation you will enable them to achieve?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What is **your** “rags to riches” story? In establishing your credibility to make this offer what happened in your life to put you in the place to make the big promises you can?

As you write this, it needs to be a story that resonates with the life of the prospect reading it... it should be easy for them to see themselves in this very same story. Tell how life is good for you now that you’ve achieved your goals. Paint a picture of the wonderful life you now live. *E.g., if you’re offering debt relief, talk about how your life is now stress free, you have extra cash to do fun things, you can buy cool toys, eat out, etc.*

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What was the key problem you had to overcome before life got good? What is the key problem that the prospect now faces?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Who’s at fault for this problem? It’s always good to nail down an enemy if you can. Tell why the problem is NOT the fault of you or your audience – it’s an outside agent of some sort.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What pain will your audience experience by not solving this core problem? It’s a pain you felt and you know well. Describe this.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What pleasure will they feel once they DO solve this problem? Paint a picture of just how good it feels to finally be rid of this!

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

On to your story.... When and how did you get started in doing what you’re doing? This is to help establish credibility and empathy with your prospect.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What struggles/trials/challenges did you face? What obstacles did you have to overcome? (Caused by the core problem of course)

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What did you discover that kicked off your transformation – turned your life around – transformed you from victim to victorious?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What KEY DECISION did you make once you made this discovery?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Describe the positive results that happened as a result of making this discovery and deciding to take action on it. If it took years, say so. If it happened almost overnight, tell us that too.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What are the core components of your product/service/program? List them all – e.g., if it’s a five week coaching program, tell us the key points covered each week. If it’s a software application, tell us what it does.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Now identify the key problem solved by each core component.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Identify the key take-away benefit/mini-transformation provided by each component.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What is your offer in detail?

List all components and their individual retail value. Each component needs to tie back to something the prospect needs to know/have in order to solve the big problem and achieve the big outcome/transformation.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

List all bonuses and their individual retail value.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What is your FINAL pricing – not retail, not wholesale, FINAL!?

|  |
| --- |
|  |
|  |
|  |
|  |

What is the REASON you are giving this away at such a LOW/HIGH price?

|  |
| --- |
|  |
|  |
|  |
|  |

What is driving URGENCY in the offer? Limited time window of availability? Limits on NUMBER available? Limits on the bonuses? Something to do with the prospect’s condition (i.e., if you’re facing a terminal disease, you’ll act fast to find a cure).

|  |
| --- |
|  |
|  |
|  |
|  |

What is your Guarantee? Make sure this is 100% clear and easy to understand. The best guarantees are those that seem to take away ALL risk on the part of the buyer.

|  |
| --- |
|  |
|  |
|  |
|  |

Can this guarantee be improved or expanded?

|  |
| --- |
|  |
|  |
|  |
|  |

What are any OBJECTIONS the prospect may have to making a buying decision right now?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Related to that.... What does the prospect have to believe is TRUE in order for them to make a buying decision? And this could be about the product, the offer, you, or even themselves.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What are the alternatives the prospect has to buying your product? You’ll need to know these in order to counter each one. *For instance, if the alternative is to ignore the offer and “life stays the same” you need to then reiterate the level of dissatisfaction the prospect has with “life staying the same.” If the alternative is, “find something cheaper” then lay out the true costs/drawbacks of using an inferior product.*

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

What are the ANSWERS to each of the above OBJECTIONS?

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

By making the right decision to buy now, what is the major POSITIVE EMOTIONAL OUTCOME the prospect will experience? This is the POSITIVE EMOTIONAL OUTCOME/TRANSFORMATION that YOU experienced when you finally identified the solution to the core problem and were able to use it to achieve your goals.

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

Do you have any upsells associated with this product/program/service? If so, what are they?

|  |
| --- |
|  |
|  |
|  |
|  |

On the other hand, if they choose NOT to buy, do you have any downsells in mind – a lower priced alternative?

|  |
| --- |
|  |
|  |
|  |
|  |