

Copywriting Questionnaire

Because I want to give you top-notch advice and great quality service, I need to know about your project/business. This questionnaire will help me do this. The more information you can give, the better. Be specific. Don't guess. *If you don't know an answer, say so.*

The questionnaire accomplishes five things:

1. It lets me know about your product or service
2. It lets me know what you've tried in the past
3. I'll learn about your customers and ideal customers
4. I'll be able to target your most likely and ideal prospects
5. I'll find out exactly what you expect from the service I'm providing to you

Please write your answers on the questionnaire page.

Thanks!

I look forward to hitting this out of the ball park for you!

Kris

QUESTIONNAIRE

Title of your company:

What do you do?

Business location:

Why should people choose you over your competitors? (This is your USP, Unique Selling Proposition)

Words that best describe your business:

About you:

How long have you been in operation?

Your values as a company:

Are you eco-friendly?

Qualifications:

Your experience:

The benefits of using your service:

What will customers get?

Do you have client testimonials?

Projects/Services:

List, in categories, the different services you provide and some information on each.

Contact details (physical address, email, phone number, website URL):

Who is your main prospect? (Men? Women? Ages? Career? Income Level, Etc.)

Below are 9 profiling questions to help me get to know your prospects better. Do the best you can on these, and remember... the more information I get, the better!

- A. What keeps them awake at night (that your product or service helps solve)?**
- B. What are they afraid of (that your product or service helps solve)?**
- C. What are they angry about (that your product or service helps solve)?**
- D. Who are they angry at (that your product or service helps solve)?**
- E. What are their top three daily frustrations (that your product or service helps solve)?**
- F. What trends are occurring/will occur in their businesses or lives?**
- G. What do they secretly and ardently want most?**
- H. Is there a built-in bias to the way they make decisions? (Example: Engineers are analytical; moms are emotional and protective)**
- I. Do they have their own, business-specific language or jargon? If so, give examples of words and phrases used.**
- J. Who else sells something similar to you and how?**
- K. What websites do they visit?**
- L. What magazines do they read?**

Who are your secondary prospects? Are there enough prospects in the secondary niche to consider creating *targeted* copy version(s) that will appeal directly to them? If so, please apply the 9 profiling questions above to these prospects as well.

What is your primary goal for this project?

Are there any other goals would you like to achieve with this project?

Is there anything about your product, company or service that lends credibility to a sales pitch? (Awards won, how long you've been in business, number of locations, testimonials, etc.) If you have testimonials, please provide them to me.

What product or service will you be selling? Can you send me a product for evaluation?

What are all the features of your product/service? Don't leave anything out... This one takes time but is well worth it!

What relevant facts or figures have been gathered about your product/service? Have any studies been made that give facts and figures that will validate your claims? Is there an industry trade council that can provide you with meaningful facts, graphs, charts and statistics about your product? How does it compare to your competitor's product?

What major **benefits** does your customer get from your product/service? (A **fact/feature** is what your product/service **does**; a **benefit** is what your product/service does **for your customer**.) (Example: Smoke alarm. Feature: Shrieks at you dependably whenever it detects smoke. Benefit: Gives you time to get out safely before fires overtakes a structure; keeps families/employees safe; provides peace of mind.)

What makes your product/service unique? Why should your prospect choose you over your chief competitor? (The answer to this allows me to position your business in the marketplace and develop your USP – Unique Selling Proposition).

What type of guarantee do you offer? (The stronger, the better!)

What level of support and service do you offer?

Please send me any copies (as attachments to an email, if possible) of any marketing pieces you already have (sales letters, ads, brochures, testimonials, articles on your business, marketing plans, etc.)

I want you to sell me on your product/service. Pretend I'm sitting across from you now... sell what you're offering to me.

Do you have a list of feedback questions about your product/ service? If you can provide them, that would be terrific.

What's the price of your product or service?

How will you take orders? (Give details and phone numbers)

What magazines or publications will you advertise in? Can you send me samples (or point me to online versions) of these publications?

What do you want me to create? A lead-generating ad? Complete sales letter? Please define the parameters. (Example: If a brochure, how many sections/total words, approximately? Who will provide copyright-free graphics? Can you send a design template?)

What's your offer? What are you going to offer as incentive(s) to your prospects?

If web copy is wanted, what are the keywords you want me to use for each page? (Please limit keywords to two per 500 word page.)

What's your sales process right now? How do you get prospects and then close a sale? Please explain. (Example: newspaper ads send prospects to your store. Or lead generation ads followed up with a sales pack that sells the product.)

This is a BIG one. In your opinion, why would your prospects *not buy* what you're offering? *List the reasons, as many as you can. Price? Lack of trust in you or in the product? List as many as you can think of.*

If yours is a mature market (weight loss, retirement living, etc.) what changes (if any) have occurred in the industry over the last five years?