

CLIENT QUESTIONS

What exactly needs to be written? (Website? Series of emails? White paper or special report?)

What result are you hoping to accomplish with this piece? (Generate leads? Generate sales online? Provide an effective selling tool for the salesforce?)

Who is the target audience? (Provide as many insights as possible. If you have a Buyer Persona or similar document, please attach it.)

What problem does the target audience have that your product solves? (A "problem" could also be a need, goal, objective, requirement, interest or desire.)

What is the "in a nutshell" description of your product? (Just a sentence or two, or a few brief bullets.)

What are the key features of your product? (Highlight those features most likely to pique a prospect's interest.)

Who is the competition?

How is your product different and/or better than the competition?

What evidence is available to convince prospects that this is a great product?
(Testimonials, awards, statistics, etc.)

What else do we need to know about your product or target audience that will help us write a motivating marketing piece?

Are you making a free content offer of some kind, such as a white paper, webinar or infographic? If so, please provide the details. (If possible, also send us the content.)