

Content Creation Made Easy

Module #1: Templates and Tools
Case Study: Copywriting Questionnaire

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Case Study: Copywriting Questionnaire

What do you want people to do when they read your copy? Examples include: buy a product, pick up the phone and call you, fill out a form, etc.

Please provide access to your product. Be sure to include links and passwords if applicable.

What is your product's name? Is there any particular reason you chose this name?

What does your product do for your customers? Describe what it does in one sentence, two sentences tops.

List all the features and benefits of your product here. Take note that the "features" are the parts of your product. Meanwhile, benefits are what these features do for your product. So, for example, the feature of a diet book is that it includes menu plans along with four dozen low-calorie recipes. The benefit is that the dieter gets to lose weight while enjoying a varied, delicious diet.

What is your unique selling proposition (USP)? Your USP is what sets your product or service apart from your competitors. It tells prospects why your product or service is different and better than the competitors.

How did you develop your product? Is there an interesting story surrounding it?

What special qualifications do you have for developing/selling this product? Do you have any related degrees, awards, life experience, tangible successes, etc? For example, if you've written a book about how to be a freelance writer, your special qualification might be that you've had two dozen articles printed in big-name magazines.

What else do I need to know about your product? Nothing is too small to include here. If anything pops to mind, please do list it here.

Who's your target market? Be as specific as possible, including as much as you know about your perfect prospect. This includes age, income, education level, gender, where they live, what their problems and frustrations are, etc. Basically, list anything and everything you know about your prospect.

What motivates these people? Are they driven by money? Peer recognition? The approval of friends and family? Ego? The love for their family?

What are your prospects' biggest problems? Why haven't they been able to satisfactorily solve this problem yet?

What else can you tell me about your target market? Again, don't be afraid to include even seemingly trivial items here. The more I know about your target market, the better.

Who are your main competitors? Please be sure to provide links to the top competing products.

What USPs, "edge" or advantages do these competitors currently have in your market? That is, why are people buying from them?

What is your offer? Be sure to include:

Price? Do you have any special pricing in play, such as introductory pricing, discount pricing, trial pricing, etc?

Any bonuses? If so, please give me access to these bonuses, where applicable.

Guarantee? How many days/weeks/months? Are there any conditions? How do they obtain a guarantee from you?

Why should people buy now? In other words, have you created a sense of urgency, such as a deadline, limited quantity, an introductory offer, etc?

What kind of "flavor" are you looking for in your copy? Ultimately I'll write a sales letter with a style that I think will convert the best. However, if given a choice, what style of letter do you prefer? Please send me a couple links to sales letters you like, along with a sentence or two about why you like these letters. (Note: these letters do not have to be in your niche.)

Anything else I should know that will help me write your copy?

Do you have any testimonials yet? If so, please copy and paste them below, or otherwise give me access to all of them.