



8 Questions You Better Know the Answer to Before You – or your copywriter – Create Any Ad or Marketing Piece

When I begin with a new client, we spend 3-6 hours of what I call "discovery"; finding out about their business, their customers, and their processes. Much like a good attorney who will spend most of their time before the trial getting all the information they can so they can present a rock solid case in the courtroom.

Of the hundreds of questions I "grill" my client with – I think it's about 137 to be exact - these are the core, foundational ones that you must know before writing a word.

1. **Who is Your IDEAL Customer?** If you don't know who you're talking to, how can you expect to communicate effectively to them?
2. **What is the problem, need, void, that they have?** Businesses fill a need for their customers. What is the need your customers have that you solve?
3. **How can a prospect solve their problem, need or void – other than you?** This more than direct competition. There's "indirect" competition all around you that must be addressed. Do you know who or what your indirect competition is?
4. **Why would someone buy from you and not the other guy?** These are the *benefits* the customer will experience with your product or service and your benefits are what customers buy!
5. **What do you do – exactly - that is unique to your business to create these benefits?** Okay, so why do people choose you over everyone else? What is your Unique Selling Proposition? Do they see you as an expert? Do you have a huge selection... are you open until 4am?... What? If you have customers, you must be doing something that sets you apart. What is it?
6. **How often will someone buy your product or service?** You must understand this concept so that you know the general "theme" of all your marketing in every stage of a customer's life. If a prospect rarely purchases your type of product or service your theme will be much different than if the prospect purchases your product or service often and is look for a vendor/supplier.
7. **What are the most common objections you get from people who don't buy?** You can't hit a home run every time. But if you know the common reasons why people didn't buy from you, that can be addressed in your copy or in your action step, and often that objection simply goes away.
8. **What action do you want them to take after seeing/reading your ad or marketing piece?** The default that everyone gives is: "Buy my Stuff!" Your action step is dependant on 3 critical factors: Where you prospect is on their decision timeline, how often they buy a product/service like yours, and what information do the need to know to make the best decision possible.