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QUESTIONS TO ANSWER BEFORE YOU PLAN YOUR ONLINE BUSINESS



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Mukesh Mehra helps individuals & businesses scale their revenue using Internet marketing by helping them get more clients/customers.

This isn't just a checklist or an ebook. The implementation of the knowledge given here can rapidly help you in planning your funnel, executing it, and taking any business to a next level even when you are starting out from scratch Let's Dive in

business
SOLUTIONS

keep it
SIMPLE

1

**Describe your customers? Who are they?
What demographics are they in? What do
they think about themselves?**

2

What is their current situation?

3

**Why is their current situation painful? How
would they describe it?**

4

What's their DESIRED situation?

5

**Why do they want to move to their desired
situation?**

6

Why can't they achieve their desired situation on their own?

7

What lies/limiting beliefs they are believing?

8

Why do they believe the above things?

9

you do the above, can you give any further details of your ideal customer?

10

What's your offer? How does it help people to move to the desired situation?

11

What results will the solution provide?

12

What is the MAJOR benefit that your product/service can provide to your customers? they are believing?

13

What was the problem your product/service is designed to solve?

14

How will your product solve your target audience's problem?

15

What does your product do? (be as detailed as possible)

16

What makes your product/service stand out from your competitors and what features does it have that your competitor's products/services don't?

17

If your product is broken into modules, OR it has a plethora of fantastic features, write them down.

18

Why would a person choose your product over your competitor's product?

19

Write a little about yourself and list any information about yourself that you would like your potential buyers to know.

20

Do you have proof of income/traffic/anything quantifiable to prove how amazing your product/service is? The more - The better

21

What will you offer as bonuses or special incentives in your offer?

22

Are there any selling points or features that you particularly want to be highlighted in your sales funnel? Don't forget to make them attention-grabbing!

23

Some Testimonials to prove how invaluable your product is? Two different kinds of testimonials would be perfect - A mix of emotion based testimonials & Results/numbers/proof-based testimonials.

24

What is the price of the product service?