

# Questions for Writing KILLER Sales Copy!



# 24 POWERFUL Questions to ask while creating a copy for sales page and identifying your target audience

- 1) What is the MAJOR benefit of your product/service...what does it help your customers to do?
- 2) Who is your product / service aimed at and who is your ideal target customer?
- 3) Do you have a proof of income/traffic/anything quantifiable to prove how amazing your product / service is? The more - the better!
- 4) What promoted you to create this product/service? What was the problem your product / service is designed to solve?
- 5) How will your product solve your target audience's problem?

6) What does the product actually do? (Please be as technical and specific as you like, and I will endeavour to translate and 'sex it up'!)

7) What makes your product / service stand out from the competition and what features does it have that your competitors products / services don't?

8) If your product is broken into modules, OR it has a plethora of fantastic features, list them here!

9) Why would I choose your product over a competitor's product?

10) Write here a little bit about yourself or the product creator and share any information about yourself / the product creator that you would like your potential buyers to know.

11) What is the price of your product?

12) Are you offering any bonuses or special incentives in your offer? If so, please detail them here.

13) Are there any selling points or features that you particularly want to be highlighted in your sales letter? (Try and make these features as eye-catching as possible for you!)

14) Please provide some testimonials to prove how invaluable your product is? Two different kinds of testimonials would be perfect - A mix of emotion-based testimonials AND Results/numbers/proof-based testimonials.

15) Describe your niche? Who are they? What demographics are they in? What do they think about themselves?

16) What's their current situation?

17) Why is their current situation PAINFUL?  
How would they describe it?

18) What is their DESIRED situation?

19) Why do they want to move to their desired situation?

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

21) What lies or limiting beliefs they are believing?

22) Why do they believe the above things?

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

24) What results will the solution provide?

**Thank you**



**Team**