

Marketing Interview: YOUR CUSTOMER

1. Customer Research

1.1. Customer feedback

- 1.1.1. What do they say? Why? What's behind what they're saying?
- 1.1.2. How do they say it? words, tone, body language
- 1.1.3. What do they do? Why? What's behind their actions?
- 1.1.4. How do they feel? Trust? Complacency? Irritation? Fear? Why?
- 1.1.5. What emotions drive them? Loves, hates, passion points

1.2. Where to research

- 1.2.1. Forums/Reddit
- 1.2.2. Facebook groups and pages
- 1.2.3. YouTube video comments
- 1.2.4. Comment sections on articles
- 1.2.5. Authority figures/influencers
- 1.2.6. Google
- 1.2.7. Amazon.com
- 1.2.8. Quora
- 1.2.9. Meetups
- 1.2.10. Ask The Public

2. Market characteristics

2.1. Market overview

- 2.1.1. How many sellers are chasing how many customers?
- 2.1.2. How many prospects are there?
- 2.1.3. Is there a market?

2.2. What is the prospect's awareness level?

- 2.2.1. Unaware
- 2.2.2. Problem Aware
- 2.2.3. Solution Aware
- 2.2.4. Niche Aware
- 2.2.5. Most Aware (Product Aware)

2.3. How sophisticated is the market?

2.3.1. Where has the problem been covered?

- TV?
 - News?
 - Talk Shows?
 - Commercials?
- Articles?
 - Print?
 - Internet?
- Books?
- Experts?
- Blogs?
- What do prospects discover from Google searches?

2.3.2. What is prospect's experience?

- What is the prospect seeing?
- What is the prospect hearing?
- What is the prospect saying?
- What is the prospect thinking?
- What is the prospect doing?
- What is the prospect feeling?
- What are prospects saying in forums, ad comments, and social media posts?

2.4. What will motivate prospect to buy?

2.4.1. Motivation (7 Deadly Sins)

2.4.2. Tony Robbins 6 Human Needs

2.4.3. Maslow's Needs Hierarchy

2.5. Where is the marketplace on the promise evolution?

2.5.1. Promise

2.5.2. Promise expanded

2.5.3. Promise & unique mechanism

2.5.4. Promise & expanded unique mechanism

2.5.5. Prospect experience

3. Customer Demographics

- 3.1. Core demographics
 - 3.1.1. Who is your customer?
 - 3.1.2. What gender?
 - 3.1.3. What age?
 - 3.1.4. What religion?
 - 3.1.5. What income?
 - 3.1.6. Single, Married, Divorced, Widowed?
 - 3.1.7. Hobbies?
 - 3.1.8. Kids? Young? Fully grown?
 - 3.1.9. Urban, Suburban, or Rural living?
 - 3.1.10. Conservative or Liberal?
 - 3.1.11. What are their likes?
 - 3.1.12. What are their dislikes?
- 3.2. What attitudes do they have?
 - 3.2.1. Religious
 - 3.2.2. Political
 - 3.2.3. Social
 - 3.2.4. Economic
- 3.3. Consumption habits
 - 3.3.1. What celebrities do they like?
 - 3.3.2. what TV shows do they like?
 - 3.3.3. What magazines do they like?
 - 3.3.4. What books do they like?

4. Customer Psychographics

- 4.1. Core psychographics
 - 4.1.1. What is your prospect's self-identity?
 - 4.1.2. What are their victories, hopes and dreams?
 - 4.1.3. What are their fears and failures?
 - 4.1.4. What are their dreams?
 - 4.1.5. What are their fears?
 - 4.1.6. What are their suspicions?

- 4.1.7. What are their failures?
- 4.1.8. What has your prospect's life been like?
- 4.1.9. What are your prospect's needs?
- 4.1.10. What does your prospect want from life?
- 4.1.11. What are the 1-3 biggest SHORT-TERM pain points or fears?
- 4.1.12. What are the 1-3 biggest LONG-TERM pain points or fears?
- 4.2. VILLAINS/ENEMIES: What outside forces do they believe have prevented their best life?
 - 4.2.1. Others?
 - Family?
 - Friends?
 - Coworkers?
 - Boss?
 - Strangers?
 - 4.2.2. The status quo?
 - Inertia/No momentum?
 - Don't rock the boat?
 - 4.2.3. So-called experts?
 - Wrong advice?
 - Myths?
 - Profiteers/Exploiters?
- 4.3. What is the customer avatar's name?
- 4.4. What is the customer avatar's biography?
- 4.5. What is the customer avatar's photo?
- 4.6. Prospect Beliefs
 - 4.6.1. What are their core beliefs about life, love, and family? 2-4 sentences
 - 4.6.2. What does the prospect believe about you?
 - 4.6.3. What does the prospect believe about themselves?
 - 4.6.4. What are their prejudices?
 - 4.6.5. What are their key beliefs?
 - 4.6.6. What key prospect beliefs must you never contradict?

5. Customer Beliefs On Problem

- 5.1. What are the prospect's limiting beliefs causing the problem?
- 5.2. What are the prospect's limiting beliefs stopping them from solving the problem?
- 5.3. What stops the prospect from solving the problem on their own?
- 5.4. What does the prospect believe about other solutions?
- 5.5. What are the prospect's dominant resident emotions?
- 5.6. How do prospects feel emotionally about their problem?
- 5.7. What are your prospect's beliefs, interests and feeling regarding the product or service?
- 5.8. What are the burning questions your prospect wants to know?
- 5.9. What's the prospect's hell? problem/challenge How does it make them feel?
- 5.10. What is your prospect afraid of? What keeps them up at night?
- 5.11. How does the prospect feel about this problem? What is their inner dialogue?
- 5.12. What is getting in the way of the prospect solving this problem (situation/obstacle)?
- 5.13. What has the customer seen and heard before? What do they believe and not believe about possible solutions?
- 5.14. What's the prospect's heaven? What's the ideal state? Why is it better?
- 5.15. What vocabulary does the prospect use to talk about this problem and potential solutions?

6. Prospect Problem

- 6.1. What are the problem symptoms?
 - 6.1.1. What are the micro and macro and long term and short-term effects of those with this problem?
 - 6.1.2. Outer (in life)?
 - 6.1.3. Inner (internal)?
 - What are the inner symptoms of the problem (mental, emotional, spiritual)?
 - 6.1.4. What anecdotes epitomize the symptoms?
 - 6.1.5. What's the prospect's experience of the problem?
 - 6.1.6. Physical effects of problem?
 - Photos showing problem?

- Physical spectrum of problem?
- 6.1.7. Emotional effects of problem?
- Nothing I have tried works?
 - Nothing will ever work?
 - That won't work because... (rebuttal)?
 - Confused by conflicting options?
 - Don't know what to try?
 - Overwhelmed?
 - Stuck, unable to escape?
- 6.1.8. Mental effects of problem?
- Others judging prospect?
 - Prospect judging self?
- 6.2. Problem side effects
- 6.2.1. What are the secondary effects of the problem? (Original problems causing new problems)
- 6.2.2. What are the downstream future problems coming to the prospect? The original problem that causes more problems in the future (over time) by not solving the original one
- 6.3. How pervasive is this problem?
- 6.3.1. How many suffer?
- 6.3.2. How does problem affect sufferers?
- How does it affect day to day? Micro effects
 - How does it affect life at large? Macro effects
 - What are the short-term effects on sufferers?
 - What are the long-term effects on sufferers?
- 6.3.3. What do prospects risk having problem?
- What are potential negative outcomes?
 - What are probable negative outcomes?
 - What are the potential catastrophic negative outcomes?
- 6.4. What is the pain of having this problem?
- 6.4.1. Monetary cost?
- 6.4.2. Time spent? Time wasted?
- 6.4.3. Waste? Wasted resources?

- 6.4.4. What do prospects lose out on having this problem?
- 6.4.5. What emotional burden must prospects bear?
- 6.4.6. What are the disadvantages to this problem?
 - What does this cost in status?
 - What does this cost in relationships?
 - What does this cost in position?
 - What does this cost in reputation?
- 6.5. What is the root cause of the problem that the prospect has?
- 6.6. What evidence and proof do you have for the root cause of the problem?
- 6.7. What would have to happen for the prospect to solve their problem?
- 6.8. What is the pain of not having the product or service that solves the problem?

Get FREE tools & resources, upgrade to the advanced course, and get personal help from Kent at website www.CopyByKent.com

Marketing Interview: YOUR COMPETITION

7. Competition overview

- 7.1. What is the persona of your competitors?
- 7.2. Who is your competition's customer avatar?
- 7.3. What are competitors saying in their ads, landing pages, webinars, video sales letters, and text sales letters?
- 7.4. What are the offers of your competition?
- 7.5. What risk reversal does your competition use?
- 7.6. What is your competition's pricing?
- 7.7. What is the company and the talent you're competing against like (LinkedIn research)?

8. Competitor Unique Mechanisms

- 8.1. What is the mechanism behind your competitor's offer?
- 8.2. How does your competitor's mechanism/method work?
- 8.3. What is positive/negative about your competitor's approach?
- 8.4. Does your competitor solve a symptom or the root cause?

9. Ignore problem (do nothing)

- 9.1. How does problem fester and deepen?
- 9.2. What are the Ripples (secondary effects of problem)?
- 9.3. What are the Dominoes (complications in time)?

10. DIY (do it yourself / solve problem yourself)

- 10.1. What's the cost solve it by yourself?
 - 10.1.1. Materials?
 - 10.1.2. Education?
 - 10.1.3. Experimentation? Trial and error?
 - 10.1.4. Failure?
- 10.2. Time pain to solve it yourself?
 - 10.2.1. Learning?

- 10.2.2. Executing?
- 10.2.3. Failure?
- 10.2.4. Redoing?
- 10.3. What is the effort pain to solve it yourself?
 - 10.3.1. Physical labor?
 - 10.3.2. Mental bandwidth (mental tax)?
 - 10.3.3. Travel/Transport?
 - 10.3.4. Organization?
 - 10.3.5. Authorization/Permission?
- 10.4. Opportunity Cost (Missing out on?)
 - 10.4.1. What does prospect miss out on by not solving this problem right now?

11. Current solutions

- 11.1. Any horror stories about existing solutions?
- 11.2. Why do other alternatives suck? Inferior? Cobbled together? Piecemeal solution?
- 11.3. What would have to happen for the prospect to solve their problem?
- 11.4. What is the market already using to solve the problem (list out)?
- 11.5. What has their experience been like?
- 11.6. What does the market like about existing solutions?
- 11.7. What does the market dislike about existing solutions?
- 11.8. Does the market believe existing solutions work? (If not, why?)
- 11.9. Has someone tried to solve the market's pain points before in a unique way? (What was the result?)
- 11.10. Is there a conspiracy prospects believe why old solutions didn't work?
- 11.11. Are there any ancient attempts to solve the problem that are unique? What happened? Were they successful but forgotten? Or a failure? Why?
- 11.12. What solutions for the prospect's problems exist already? Why aren't they working for the prospect?
- 11.13. What symptoms of the problem do the competitors address?

12. Competitor Deficiencies / Defects

- 12.1. How does the competition compare and contrast to you?
 - 12.1.1. Their costs?
 - 12.1.2. Their quality?
 - 12.1.3. Their longevity?
 - 12.1.4. Their reputation?
 - 12.1.5. Customer perception of them?
- 12.2. What are the competitor negative reviews?
 - 12.2.1. What do customers complain about competitors?
 - 12.2.2. Corrections

- 12.3. What does the competition overlook?
 - 12.3.1. What do they leave out (missing features)?
 - 12.3.2. What costs extra?
 - 12.3.3. How is their customer service?
- 12.4. What are the competitor mistakes?
 - 12.4.1. Do they implement poorly?
 - 12.4.2. Do they have inferior quality or materials?
 - 12.4.3. How do they handle it?

Get FREE tools & resources, upgrade to the advanced course, and get personal help from Kent at website www.CopyByKent.com

Marketing Interview: YOUR OFFER

13. Your Offer

13.1. Irresistible Offer

13.1.1. What outcomes do you promise?

- What they get?
 - Package?
 - Product?
 - Services?
 - Support?
 - Ongoing?
- Benefits?
 - Direct problem solution?
 - Relief of pain?
 - Reversal of negatives?
- Emergent issues?
 - Problems that cause other problems (ripples)?
 - Problems coming in the future (dominoes)?

13.1.2. Fulfillment?

- Time frame?
 - Time from order to receipt?
 - Time from receipt to use?
 - Time from use to results?
 - Length of time results last?
- Customer satisfaction?
 - Promises delivered?
 - Contingencies?
- Ownership benefits?
 - Pride?
 - Status/Reputation?
 - Identity?

13.1.3. Risk reversal?

- Guarantees?
- You get X or we do Y?

- Refunds?
 - Steps?
 - Conditions?
 - Safety claims?
 - Claims validated?
 - Client agrees in writing (safety claims)?
 - Fringe benefit despite failure?
 - What do they keep?
 - What values are automatic (do nothing and still get value)?
- 13.1.4. Premiums?
- Bonuses?
 - Augment
 - Accelerate
 - Amplify
 - Special pricing?
 - Unique to this singular offer?
 - Always less than public price?
- 13.2. Compelling Solution?
- 13.2.1. Is it a replacement or improvement offer?
- New, secret, different, expiring soon?
- 13.3. What it is?
- 13.3.1. Clear description of deliverables?
- 13.4. Delivery?
- 13.4.1. Time to receive it?
- 13.4.2. How does it arrive?
- 13.4.3. Steps after purchase?
- 13.5. Presentation of deliverables?
- 13.5.1. Look of it?
- Polished?
 - Generic?
- 13.5.2. Packaging?
- Outer?

- Inner?
- 13.5.3. Labeling?
 - Clarity?
 - Appeal?
 - Organized?
- 13.5.4. Quality end-to-end?
- 13.6. How to use/get result?
 - 13.6.1. Ease?
 - Steps?
 - Obvious?
 - 13.6.2. Access?
 - Equipment?
 - Location?
 - Convenience?
 - 13.6.3. Effort to implement?
 - Consume?
 - Educate?
 - Work?
 - Continuation of results?
 - 13.6.4. Extras required?
 - Hardware?
 - Software?
 - Apparel?
 - Information?
 - Access?
 - Accessories?
- 13.7. Quantification?
 - 13.7.1. Commitment?
 - time to consume?
 - time until results?
 - needed to keep results?
 - 13.7.2. Duration?
 - supply duration?

- benefit of supply?

14. Current Solutions

- 14.1. What is the market already using to solve the problem (list out)?
- 14.2. What has their experience been like?
- 14.3. What does the market like about existing solutions?
- 14.4. What does the market dislike about existing solutions?
- 14.5. Are there horror stories about existing solutions?
- 14.6. Does the market believe existing solutions work? (If not, why?)
- 14.7. Is there a conspiracy prospect believe why old solutions didn't work?
- 14.8. Is there a belief that the market's pain point used to not exist or used to not be so bad?
- 14.9. Is there a belief that outside forces has recently worsened the market's pain? If so, what are those forces and what's the reason behind their existence?
- 14.10. What solutions for the prospect's problems exist already? Why aren't they working for the prospect?

15. Different and Better than competition (unique mechanism)

- 15.1. How does your unique mechanism handle the core root cause of the problem?
- 15.2. Why is your unique mechanism the best? What does best mean?
- 15.3. What proof and evidence do you have to support why you are better?
- 15.4. Has someone tried to solve the market's pain points before in a unique way? (What was the result?)
- 15.5. Are there any ancient attempts to solve the problem that are unique? What happened? Were they successful but forgotten? Or a failure? Why?
- 15.6. What's the new claim, new root cause, or surprising info making your solution possible?
- 15.7. How does the new solution you're offering work?
- 15.8. What is your method (unique mechanism)?
- 15.9. How does your method (unique mechanism) work?
- 15.10. Why does it work (treats root cause or symptom)?
- 15.11. How come you do it that way (unique mechanism)?

- 15.12. Why do you do it in that order (unique mechanism)?
- 15.13. What have you added, changed, or taken away to make this method unique (unique mechanism)?
- 15.14. What is the credible, legitimate name for your unique mechanism?
- 15.15. Why is your way easier (unique mechanism)?
- 15.16. Why does your way produce faster results (unique mechanism)?
- 15.17. Why is your method more consistent than other methods (unique mechanism)?
- 15.18. Why is your unique mechanism better than anything else out there?
- 15.19. What proof do you have to show why your unique mechanism is better?
- 15.20. What are the advantages to solving the root cause of the problem?

16. Make Your Offer Irresistible

- 16.1. How desirable is your solution?
- 16.2. What are the primary benefits you give your customer?
- 16.3. What problem does your offer solve?
- 16.4. If you could create any result for your prospect, what magic wand result would you create?
- 16.5. What are the ideal customer results you could create? How did the customer change? What did they feel?
- 16.6. What do prospects want from a better solution? Do they want higher quality, easier than ever, faster than ever, more predictable results, fewer downsides/disadvantages?
- 16.7. Is this truly what the prospect really wants?
- 16.8. What will prospects experience and feel after using your product or service?
- 16.9. Is the solution different than the competition?
- 16.10. What is something weird you can deliver to the customer?
- 16.11. What bonuses could you include with this offer?

What is the effort to get the result with the product or service? Is the result permanent? What do you have to do to maintain the result?

- 16.12. Is your offer new, unique, exciting, easy, predictable, and huge?

Courtesy of copywriter Kent Sayre www.CopyByKent.com

- 16.13. What is the customer before vs. customer after (magic wand waving)?
- 16.14. What is the vivid “movie” for your prospect BEFORE your offer?
- 16.15. What is the vivid “movie” for your prospect AFTER your offer?

Get FREE tools & resources, upgrade to the advanced course, and get personal help from Kent at website www.CopyByKent.com

Courtesy of copywriter Kent Sayre www.CopyByKent.com

Marketing Interview: YOUR MARKETING

17. Fundamentals

- 17.1. Are you targeting the right (qualified) prospect?
 - 17.1.1. Does the person have a bleeding-neck or hair-on-fire problem?
 - 17.1.2. Does the person have money to buy what you offer?
 - 17.1.3. Can you target the person well via media, especially at scale?
 - 17.1.4. Is the market growing?
- 17.2. one sentence persuasion
 - 17.2.1. What are the prospect's dreams?
 - 17.2.2. What are the prospect's fears?
 - 17.2.3. What are the prospect's suspicions?
 - 17.2.4. What are the prospect's failures?
 - 17.2.5. What are the prospect's enemies?
- 17.3. 4 Whys
 - 17.3.1. Why you?
 - 17.3.2. Why me?
 - 17.3.3. Why this?
 - 17.3.4. Why now?
- 17.4. How much do you have to educate the prospect?
- 17.5. What is your position? Positive or negative?
 - 17.5.1. What should be the “tone” of the sales presentation?
 - 17.5.2. Fear-based?
 - 17.5.3. Greed-based?
- 17.6. What is/are metaphors to use in this promotion?
- 17.7. What's a paradoxical question to use? (Why can kids learn languages so easily but adults struggle?)

18. HOOK PROSPECT ATTENTION

- 18.1. Hook
 - 18.1.1. Does it make a promise?
 - 18.1.2. Does it stir an emotion?

- 18.1.3. Is it specific?
- 18.1.4. Does it create a movement?
- 18.1.5. Does it polarize an audience?
- 18.1.6. Does it create a community?

18.2. Headline

- 18.2.1. Does it appeal to the prospect's self-interest?
- 18.2.2. Does it show or imply proof of promise?
- 18.2.3. Does it give hope with a unique mechanism?
- 18.2.4. Does it create tension or curiosity?
- 18.2.5. Is it intellectually engaging?
- 18.2.6. Does it trigger a dominant emotion?
- 18.2.7. Is it believable?
- 18.2.8. Is everything dramatized?
- 18.2.9. Is it useful?
- 18.2.10. Is it unique?
- 18.2.11. Is it ultra-specific?
- 18.2.12. Is it urgent (time specific)?
- 18.2.13. Does the sub-headline support the headline with logic and authority?
- 18.2.14. Does the headline connect with the big idea?
- 18.2.15. Does the headline talk to my prospect as a real person and not as part of a group?
- 18.2.16. Does my headline show simplicity (one idea)?
- 18.2.17. Does my headline express an emerging idea, technology, benefit, breakthrough, etc.?
- 18.2.18. Does my headline imply an inherent benefit just by consuming the marketing message?
- 18.2.19. Does my headline express a future benefit?
- 18.2.20. Does my headline make my prospect feel special?
- 18.2.21. What is the primary prospect motivator (7 deadly sins)?
 - Gluttony
 - Sloth
 - Lust
 - Greed
 - Envy
 - Pride
 - Wrath
- 18.2.22. What is the primary motivator (Tony Robbins 6 human needs)?

- Certainty
- Variety/Uncertainty
- Significance
- Connection/Love
- Growth
- Contribution

18.2.23. What is the primary motivator (Maslow's needs)?

- Physiological
- Safety needs
- Love and belonging
- Esteem
- Self-actualization

18.3. Captivating idea

18.3.1. What is the one emotion to trigger?

18.3.2. What is the one promise the big idea makes?

18.3.3. What is the one storyline for the big idea?

18.3.4. What is the one buying belief for the buyer to believe?

18.3.5. Is the big idea new, fresh, specific, startling, easy to grasp?

18.3.6. Does it have instant appeal, momentum, timely, original, big, and emotionally stirring?

18.4. Generating ideas

18.4.1. Dreamers -- what is the idea?

18.4.2. Realists -- how do we make this work?

18.4.3. Critics - How will this fail?

18.5. The lead

18.5.1. Does it open with the big idea?

18.5.2. Does it state the core promise?

18.5.3. Does this show it is different?

18.5.4. Does it give a reason to pay attention now?

18.5.5. Does it provide proof?

18.5.6. Does it overcome objections?

18.5.7. Does it show credibility?

18.5.8. Does it provide track record?

18.5.9. Does it promise benefits/results for consuming the marketing message?

- 18.5.10. Does it connect with the headline and intensify the desire?
- 18.5.11. Do you tell the prospect why they must go through the marketing message?
- 18.5.12. Is this completely believable immediately?
- 18.5.13. What must this copy achieve?
- 18.5.14. What is the primary benefit of this product/service?
- 18.5.15. How does the product or service deliver the benefit in a unique way (unique mechanism)?
- 18.5.16. What metaphors describe the main benefit of this product or service?
- 18.5.17. What is the conversation the prospect already having about this benefit or lack of it in their life?
- 18.5.18. How is the prospect likely to feel right now about these lack of benefits in their life?
- 18.5.19. What are the benefits that are unique to this offer?
- 18.5.20. How will the prospect likely feel about having these benefits?
- 18.5.21. What is the best tone to address your prospect about this topic?
- 18.5.22. Who is the ideal spokesperson for this offer?
- 18.5.23. What makes them uniquely qualified for this?
- 18.5.24. Why is the spokesperson sending out this message today (reason why)?
- 18.5.25. What are the news stories or popular culture conversations connected to the problem your prospect has?

18.6. Storytelling

- 18.6.1. What is the shocking moment that dramatizes the worst-case scenario (nightmare) for the prospect?
- 18.6.2. What is the back story setup showing how the hero got to this shocking moment?
- 18.6.3. Is the hero vulnerable and relatable?
- 18.6.4. Can the prospect see themselves in the hero?
- 18.6.5. What was the call to adventure?
- 18.6.6. What were the obstacles in the way of the hero?
- 18.6.7. What did the hero discover? What secret did they find out?
- 18.6.8. How did the hero's life change after applying the secret? What were the results?

19. BUILD A STRONG ARGUMENT

19.1. Core Promise

- 19.1.1. What's the bold claim you can make here?
- 19.1.2. What is the core promise?

- 19.1.3. Reversing the pain point to solve the problem/eliminate the fears, what is the one big promise you can make?
 - 19.1.4. What are the primary benefits the customer gets?
 - 19.1.5. What kind of results, impact, or transformation can the customer expect to get buying from you?
 - 19.1.6. What are the emergent outcomes -- benefits of the benefits -- given that you get the original promised results of the offer, what else will be possible/probable?
- 19.2. Buying belief
- 19.2.1. What is the “buying belief” the prospect must believe to buy?
 - 19.2.2. What does the prospect believe now about the buying belief?
 - 19.2.3. What does your prospect need to hear from you to feel good about buying?

- 19.3. Why is the problem not the fault of the prospect?
- 19.4. Why haven't I heard of this yet?
- 19.5. How would you explain this to a child?
- 19.6. How would you explain this to an expert?
- 19.7. What makes this unique?
- 19.8. How does it work?
- 19.9. How long will it take to see results?
- 19.10. What is the one thing that makes it work?
- 19.11. Under what circumstances will this work in?
- 19.12. What if I'm new?
- 19.13. What's the size and frequency of this opportunity?
- 19.14. How do you help customers?
- 19.15. Why is this a superior solution?
- 19.16. What is the logical sales argument?
- 19.17. What are the prospect's obstacles to getting results with the product or service?

20. Marketing Messenger

- 20.1. Relevant background?
- 20.2. Professional experience?
- 20.3. Credentials of authority?
- 20.4. Celebrity?
- 20.5. Do they have the problem?
 - 20.5.1. How did they experience it?
 - 20.5.2. What was the change event?
 - 20.5.3. How did they discover the solution?
- 20.6. Who they solved the problem for?
 - 20.6.1. Customer/Client?
 - 20.6.2. Loved One?

20.6.3. Self?

20.7. Endorsements

20.7.1. Related to problem?

20.7.2. Known to prospects?

20.7.3. Solicited or public statements?

20.8. Expert marketing messenger

20.8.1. What specifically about your career or life story lead you to discovering this?

20.8.2. who are you?

20.8.3. What cool things have they accomplished?

20.8.4. What tv appearances have they made?

20.8.5. What books have they written?

20.8.6. What podcasts have they done?

20.8.7. Who are their celebrity friends?

20.8.8. Who are their celebrity endorsements?

20.8.9. What are their positions? What do they support/hate?

20.8.10. Is the expert (marketing messenger) an insider or outsider?

20.8.11. For whom did the expert create the solution (customer, client, loved one, self)?

20.8.12. How long have you been in business?

20.8.13. How successful have you been helping customers?

20.9. Discovery/Creation story

20.9.1. Has anything like this existed before?

20.9.2. What's the discovery story?

20.9.3. What made this possible today (breakthrough)?

20.9.4. Who else discovered this first? How have you improved it?

20.9.5. Why has nobody else put these pieces together?

20.9.6. How long and how much work did it take you to develop this?

20.9.7. What's the background story (story of discovery) how this solution was created?

20.9.8. Why did the expert create the solution?

21. MAKE YOUR MARKETING BELIEVABLE

- 21.1. What do you have to prove to get the prospect to buy?
- 21.2. What are your proof elements to prove the marketing message?
- 21.3. What must the prospect see, hear, feel, believe, know, and experience to buy?
- 21.4. What are the prospect's biggest objections?
- 21.5. What do you need to prove to overcome those objections?
- 21.6. For supporting the core promise, what has to be true in order for the promise to be true?
- 21.7. Testimonial soliciting
 - 21.7.1. Where did you hear about us?
 - 21.7.2. Were you skeptical? Why?
 - 21.7.3. What made you decide to go ahead and buy?
 - 21.7.4. What happened to you as a result of the purchase? What were your exact results?
 - 21.7.5. Who would you recommend this to? What would you say to someone just like you thinking of this?
- 21.8. Proof
 - 21.8.1. Results?
 - Ranges?
 - What does failure look like?
 - 21.8.2. coverage?
 - Real press?
 - Positive reviews?
 - 21.8.3. Viability?
 - Who does it work for?
 - Who shouldn't use it?
 - 21.8.4. Testimonials?
 - Demographics?
 - Objections busters?
 - 21.8.5. Demonstration?
 - Physical?
 - Virtual?

22. GET PROSPECTS TO BUY NOW

- 22.1. What do you sell?
- 22.2. What are the prospect's biggest risks buying?
- 22.3. Why now?
- 22.4. What do I need to do to get started?
- 22.5. Why do other alternatives suck?
- 22.6. What's the benefit-oriented name, description, and value of each bonus?
- 22.7. How do you protect prospects against risk?
- 22.8. What is motivating urgency? Why must the prospect buy now?
- 22.9. How does the prospect order?
- 22.10. What happens after the customer orders?

Get FREE tools & resources, upgrade to the advanced course, and get personal help from Kent at website www.CopyByKent.com