## Marketing Interview: YOUR MARKETING

1. Fundamentals
   1. Are you targeting the right (qualified) prospect?
      1. Does the person have a bleeding-neck or hair-on-fire problem?
      2. Does the person have money to buy what you offer?
      3. Can you target the person well via media, especially at scale?
      4. Is the market growing?
   2. one sentence persuasion
      1. What are the prospect's dreams?
      2. What are the prospect's fears?
      3. What are the prospect's suspicions?
      4. What are the prospect's failures?
      5. What are the prospect's enemies?
   3. 4 Whys
      1. Why you?
      2. Why me?
      3. Why this?
      4. Why now?
   4. How much do you have to educate the prospect?
   5. What is your position? Positive or negative?
      1. What should be the “tone” of the sales presentation?
      2. Fear-based?
      3. Greed-based?
   6. What is/are metaphors to use in this promotion?
   7. What's a paradoxical question to use? (Why can kids learn languages so easily but adults struggle?)
2. HOOK PROSPECT ATTENTION
   1. Hook
      1. Does it make a promise?
      2. Does it stir an emotion?
      3. Is it specific?
      4. Does it create a movement?
      5. Does it polarize an audience?
      6. Does it create a community?
   2. Headline
      1. Does it appeal to the prospect's self-interest?
      2. Does it show or imply proof of promise?
      3. Does it give hope with a unique mechanism?
      4. Does it create tension or curiosity?
      5. Is it intellectually engaging?
      6. Does it trigger a dominant emotion?
      7. Is it believable?
      8. Is everything dramatized?
      9. Is it useful?
      10. Is it unique?
      11. Is it ultra-specific?
      12. Is it urgent (time specific)?
      13. Does the sub-headline support the headline with logic and authority?
      14. Does the headline connect with the big idea?
      15. Does the headline talk to my prospect as a real person and not as part of a group?
      16. Does my headline show simplicity (one idea)?
      17. Does my headline express an emerging idea, technology, benefit, breakthrough, etc.?
      18. Does my headline imply an inherent benefit just by consuming the marketing message?
      19. Does my headline express a future benefit?
      20. Does my headline make my prospect feel special?
      21. What is the primary prospect motivator (7 deadly sins)?
          * Gluttony
          * Sloth
          * Lust
          * Greed
          * Envy
          * Pride
          * Wrath
      22. What is the primary motivator (Tony Robbins 6 human needs)?
          * Certainty
          * Variety/Uncertainty
          * Significance
          * Connection/Love
          * Growth
          * Contribution
      23. What is the primary motivator (Maslow's needs)?
          * Physiological
          * Safety needs
          * Love and belonging
          * Esteem
          * Self-actualization
   3. Captivating idea
      1. What is the one emotion to trigger?
      2. What is the one promise the big idea makes?
      3. What is the one storyline for the big idea?
      4. What is the one buying belief for the buyer to belief?
      5. Is the big idea new, fresh, specific, startling, easy to grasp?
      6. Does it have instant appeal, momentum, timely, original, big, and emotionally stirring?
   4. Generating ideas
      1. Dreamers -- what is the idea?
      2. Realists -- how do we make this work?
      3. Critics - How will this fail?
   5. The lead
      1. Does it open with the big idea?
      2. Does it state the core promise?
      3. Does this show it is different?
      4. Does it give a reason to pay attention now?
      5. Does it provide proof?
      6. Does it overcome objections?
      7. Does it show credibility?
      8. Does it provide track record?
      9. Does it promise benefits/results for consuming the marketing message?
      10. Does it connect with the headline and intensify the desire?
      11. Do you tell the prospect why they must go through the marketing message?
      12. Is this completely believable immediately?
      13. What must this copy achieve?
      14. What is the primary benefit of this product/service?
      15. How does the product or service deliver the benefit in a unique way (unique mechanism)?
      16. What metaphors describe the main benefit of this product or service?
      17. What is the conversation the prospect already having about this benefit or lack of it in their life?
      18. How is the prospect likely to feel right now about these lack of benefits in their life?
      19. What are the benefits that are unique to this offer?
      20. How will the prospect likely feel about having these benefits?
      21. What is the best tone to address your prospect about this topic?
      22. Who is the ideal spokesperson for this offer?
      23. What makes them uniquely qualified for this?
      24. Why is the spokesperson sending out this message today (reason why)?
      25. What are the news stories or popular culture conversations connected to the problem your prospect has?
   6. Storytelling
      1. What is the shocking moment that dramatizes the worst-case scenario (nightmare) for the prospect?
      2. What is the back story setup showing how the hero got to this shocking moment?
      3. Is the hero vulnerable and relatable?
      4. Can the prospect see themselves in the hero?
      5. What was the call to adventure?
      6. What were the obstacles in the way of the hero?
      7. What did the hero discover? What secret did they find out?
      8. How did the hero's life change after applying the secret? What were the results?
3. BUILD A STRONG ARGUMENT
   1. Core Promise
      1. What's the bold claim you can make here?
      2. What is the core promise?
      3. Reversing the pain point to solve the problem/eliminate the fears, what is the one big promise you can make?
      4. What are the primary benefits the customer gets?
      5. What kind of results, impact, or transformation can the customer expect to get buying from you?
      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?
   2. Buying belief
      1. What is the “buying belief” the prospect must believe to buy?
      2. What does the prospect believe now about the buying belief?
      3. What does your prospect need to hear from you to feel good about buying?
   3. Why is the problem not the fault of the prospect?
   4. Why haven't I heard of this yet?
   5. How would you explain this to a child?
   6. How would you explain this to an expert?
   7. What makes this unique?
   8. How does it work?
   9. How long will it take to see results?
   10. What is the one thing that makes it work?
   11. Under what circumstances will this work in?
   12. What if I'm new?
   13. What's the size and frequency of this opportunity?
   14. How do you help customers?
   15. Why is this a superior solution?
   16. What is the logical sales argument?
   17. What are the prospect's obstacles to getting results with the product or service?
4. Marketing Messenger
   1. Relevant background?
   2. Professional experience?
   3. Credentials of authority?
   4. Celebrity?
   5. Do they have the problem?
      1. How did they experience it?
      2. What was the change event?
      3. How did they discover the solution?
   6. Who they solved the problem for?
      1. Customer/Client?
      2. Loved One?
      3. Self?
   7. Endorsements
      1. Related to problem?
      2. Known to prospects?
      3. Solicited or public statements?
   8. Expert marketing messenger
      1. What specifically about your career or life story lead you to discovering this?
      2. who are you?
      3. What cool things have they accomplished?
      4. What tv appearances have they made?
      5. What books have they written?
      6. What podcasts have they done?
      7. Who are their celebrity friends?
      8. Who are their celebrity endorsements?
      9. What are their positions? What do they support/hate?
      10. Is the expert (marketing messenger) an insider or outsider?
      11. For whom did the expert cerate the solution (customer, client, loved one, self)?
      12. How long have you been in business?
      13. How successful have you been helping customers?
   9. Discovery/Creation story
      1. Has anything like this existed before?
      2. What's the discovery story?
      3. What made this possible today (breakthrough)?
      4. Who else discovered this first? How have you improved it?
      5. Why has nobody else put these pieces together?
      6. How long and how much work did it take you to develop this?
      7. What's the background story (story of discovery) how this solution was created?
      8. Why did the expert create the solution?
5. MAKE YOUR MARKETING BELIEVABLE
   1. What do you have to prove to get the prospect to buy?
   2. What are your proof elements to prove the marketing message?
   3. What must the prospect see, hear, feel, believe, know, and experience to buy?
   4. What are the prospect's biggest objections?
   5. What do you need to prove to overcome those objections?
   6. For supporting the core promise, what has to be true in order for the promise to be true?
   7. Testimonial soliciting
      1. Where did you hear about us?
      2. Were you skeptical? Why?
      3. What made you decide to go ahead and buy?
      4. What happened to you as a result of the purchase? What were your exact results?
      5. Who would you recommend this to? What would you say to someone just like you thinking of this?
   8. Proof
      1. Results?
         * Ranges?
         * What does failure look like?
      2. coverage?
         * Real press?
         * Positive reviews?
      3. Viability?
         * Who does it work for?
         * Who shouldn't use it?
      4. Testimonials?
         * Demographics?
         * Objections busters?
      5. Demonstration?
         * Physical?
         * Virtual?
6. GET PROSPECTS TO BUY NOW
   1. What do you sell?
   2. What are the prospect's biggest risks buying?
   3. Why now?
   4. What do I need to do to get started?
   5. Why do other alternatives suck?
   6. What's the benefit-oriented name, description, and value of each bonus?
   7. How do you protect prospects against risk?
   8. What is motivating urgency? Why must the prospect buy now?
   9. How does the prospect order?
   10. What happens after the customer orders?

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