

Marketing Interview: YOUR MARKETING

1. Fundamentals

- 1.1. Are you targeting the right (qualified) prospect?
 - 1.1.1. Does the person have a bleeding-neck or hair-on-fire problem?
 - 1.1.2. Does the person have money to buy what you offer?
 - 1.1.3. Can you target the person well via media, especially at scale?
 - 1.1.4. Is the market growing?
- 1.2. one sentence persuasion
 - 1.2.1. What are the prospect's dreams?
 - 1.2.2. What are the prospect's fears?
 - 1.2.3. What are the prospect's suspicions?
 - 1.2.4. What are the prospect's failures?
 - 1.2.5. What are the prospect's enemies?
- 1.3. 4 Whys
 - 1.3.1. Why you?
 - 1.3.2. Why me?
 - 1.3.3. Why this?
 - 1.3.4. Why now?
- 1.4. How much do you have to educate the prospect?
- 1.5. What is your position? Positive or negative?
 - 1.5.1. What should be the “tone” of the sales presentation?
 - 1.5.2. Fear-based?
 - 1.5.3. Greed-based?
- 1.6. What is/are metaphors to use in this promotion?
- 1.7. What's a paradoxical question to use? (Why can kids learn languages so easily but adults struggle?)

2. HOOK PROSPECT ATTENTION

- 2.1. Hook
 - 2.1.1. Does it make a promise?
 - 2.1.2. Does it stir an emotion?

- 2.1.3. Is it specific?
- 2.1.4. Does it create a movement?
- 2.1.5. Does it polarize an audience?
- 2.1.6. Does it create a community?

2.2. Headline

- 2.2.1. Does it appeal to the prospect's self-interest?
- 2.2.2. Does it show or imply proof of promise?
- 2.2.3. Does it give hope with a unique mechanism?
- 2.2.4. Does it create tension or curiosity?
- 2.2.5. Is it intellectually engaging?
- 2.2.6. Does it trigger a dominant emotion?
- 2.2.7. Is it believable?
- 2.2.8. Is everything dramatized?
- 2.2.9. Is it useful?
- 2.2.10. Is it unique?
- 2.2.11. Is it ultra-specific?
- 2.2.12. Is it urgent (time specific)?
- 2.2.13. Does the sub-headline support the headline with logic and authority?
- 2.2.14. Does the headline connect with the big idea?
- 2.2.15. Does the headline talk to my prospect as a real person and not as part of a group?
- 2.2.16. Does my headline show simplicity (one idea)?
- 2.2.17. Does my headline express an emerging idea, technology, benefit, breakthrough, etc.?
- 2.2.18. Does my headline imply an inherent benefit just by consuming the marketing message?
- 2.2.19. Does my headline express a future benefit?
- 2.2.20. Does my headline make my prospect feel special?
- 2.2.21. What is the primary prospect motivator (7 deadly sins)?
 - Gluttony
 - Sloth
 - Lust
 - Greed
 - Envy
 - Pride
 - Wrath
- 2.2.22. What is the primary motivator (Tony Robbins 6 human needs)?

- Certainty
 - Variety/Uncertainty
 - Significance
 - Connection/Love
 - Growth
 - Contribution
- 2.2.23. What is the primary motivator (Maslow's needs)?
- Physiological
 - Safety needs
 - Love and belonging
 - Esteem
 - Self-actualization
- 2.3. Captivating idea
- 2.3.1. What is the one emotion to trigger?
- 2.3.2. What is the one promise the big idea makes?
- 2.3.3. What is the one storyline for the big idea?
- 2.3.4. What is the one buying belief for the buyer to believe?
- 2.3.5. Is the big idea new, fresh, specific, startling, easy to grasp?
- 2.3.6. Does it have instant appeal, momentum, timely, original, big, and emotionally stirring?
- 2.4. Generating ideas
- 2.4.1. Dreamers -- what is the idea?
- 2.4.2. Realists -- how do we make this work?
- 2.4.3. Critics - How will this fail?
- 2.5. The lead
- 2.5.1. Does it open with the big idea?
- 2.5.2. Does it state the core promise?
- 2.5.3. Does this show it is different?
- 2.5.4. Does it give a reason to pay attention now?
- 2.5.5. Does it provide proof?
- 2.5.6. Does it overcome objections?
- 2.5.7. Does it show credibility?
- 2.5.8. Does it provide track record?
- 2.5.9. Does it promise benefits/results for consuming the marketing message?

- 2.5.10. Does it connect with the headline and intensify the desire?
- 2.5.11. Do you tell the prospect why they must go through the marketing message?
- 2.5.12. Is this completely believable immediately?
- 2.5.13. What must this copy achieve?
- 2.5.14. What is the primary benefit of this product/service?
- 2.5.15. How does the product or service deliver the benefit in a unique way (unique mechanism)?
- 2.5.16. What metaphors describe the main benefit of this product or service?
- 2.5.17. What is the conversation the prospect already having about this benefit or lack of it in their life?
- 2.5.18. How is the prospect likely to feel right now about these lack of benefits in their life?
- 2.5.19. What are the benefits that are unique to this offer?
- 2.5.20. How will the prospect likely feel about having these benefits?
- 2.5.21. What is the best tone to address your prospect about this topic?
- 2.5.22. Who is the ideal spokesperson for this offer?
- 2.5.23. What makes them uniquely qualified for this?
- 2.5.24. Why is the spokesperson sending out this message today (reason why)?
- 2.5.25. What are the news stories or popular culture conversations connected to the problem your prospect has?

2.6. Storytelling

- 2.6.1. What is the shocking moment that dramatizes the worst-case scenario (nightmare) for the prospect?
- 2.6.2. What is the back story setup showing how the hero got to this shocking moment?
- 2.6.3. Is the hero vulnerable and relatable?
- 2.6.4. Can the prospect see themselves in the hero?
- 2.6.5. What was the call to adventure?
- 2.6.6. What were the obstacles in the way of the hero?
- 2.6.7. What did the hero discover? What secret did they find out?
- 2.6.8. How did the hero's life change after applying the secret? What were the results?

3. BUILD A STRONG ARGUMENT

3.1. Core Promise

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

- 3.1.3. Reversing the pain point to solve the problem/eliminate the fears, what is the one big promise you can make?
 - 3.1.4. What are the primary benefits the customer gets?
 - 3.1.5. What kind of results, impact, or transformation can the customer expect to get buying from you?
 - 3.1.6. 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?
- 3.2. Buying belief
- 3.2.1. What is the “buying belief” the prospect must believe to buy?
 - 3.2.2. What does the prospect believe now about the buying belief?
 - 3.2.3. What does your prospect need to hear from you to feel good about buying?

- 3.3. Why is the problem not the fault of the prospect?
- 3.4. Why haven't I heard of this yet?
- 3.5. How would you explain this to a child?
- 3.6. How would you explain this to an expert?
- 3.7. What makes this unique?
- 3.8. How does it work?
- 3.9. How long will it take to see results?
- 3.10. What is the one thing that makes it work?
- 3.11. Under what circumstances will this work in?
- 3.12. What if I'm new?
- 3.13. What's the size and frequency of this opportunity?
- 3.14. How do you help customers?
- 3.15. Why is this a superior solution?
- 3.16. What is the logical sales argument?
- 3.17. What are the prospect's obstacles to getting results with the product or service?

4. Marketing Messenger

- 4.1. Relevant background?
- 4.2. Professional experience?
- 4.3. Credentials of authority?
- 4.4. Celebrity?
- 4.5. Do they have the problem?
 - 4.5.1. How did they experience it?
 - 4.5.2. What was the change event?
 - 4.5.3. How did they discover the solution?
- 4.6. Who they solved the problem for?
 - 4.6.1. Customer/Client?
 - 4.6.2. Loved One?

- 4.6.3. Self?
- 4.7. Endorsements
 - 4.7.1. Related to problem?
 - 4.7.2. Known to prospects?
 - 4.7.3. Solicited or public statements?
- 4.8. Expert marketing messenger
 - 4.8.1. What specifically about your career or life story lead you to discovering this?
 - 4.8.2. who are you?
 - 4.8.3. What cool things have they accomplished?
 - 4.8.4. What tv appearances have they made?
 - 4.8.5. What books have they written?
 - 4.8.6. What podcasts have they done?
 - 4.8.7. Who are their celebrity friends?
 - 4.8.8. Who are their celebrity endorsements?
 - 4.8.9. What are their positions? What do they support/hate?
 - 4.8.10. Is the expert (marketing messenger) an insider or outsider?
 - 4.8.11. For whom did the expert create the solution (customer, client, loved one, self)?
 - 4.8.12. How long have you been in business?
 - 4.8.13. How successful have you been helping customers?
- 4.9. Discovery/Creation story
 - 4.9.1. Has anything like this existed before?
 - 4.9.2. What's the discovery story?
 - 4.9.3. What made this possible today (breakthrough)?
 - 4.9.4. Who else discovered this first? How have you improved it?
 - 4.9.5. Why has nobody else put these pieces together?
 - 4.9.6. How long and how much work did it take you to develop this?
 - 4.9.7. What's the background story (story of discovery) how this solution was created?
 - 4.9.8. Why did the expert create the solution?

5. MAKE YOUR MARKETING BELIEVABLE

- 5.1. What do you have to prove to get the prospect to buy?
- 5.2. What are your proof elements to prove the marketing message?
- 5.3. What must the prospect see, hear, feel, believe, know, and experience to buy?
- 5.4. What are the prospect's biggest objections?
- 5.5. What do you need to prove to overcome those objections?
- 5.6. For supporting the core promise, what has to be true in order for the promise to be true?
- 5.7. Testimonial soliciting
 - 5.7.1. Where did you hear about us?
 - 5.7.2. Were you skeptical? Why?
 - 5.7.3. What made you decide to go ahead and buy?
 - 5.7.4. What happened to you as a result of the purchase? What were your exact results?
 - 5.7.5. Who would you recommend this to? What would you say to someone just like you thinking of this?
- 5.8. Proof
 - 5.8.1. Results?
 - Ranges?
 - What does failure look like?
 - 5.8.2. coverage?
 - Real press?
 - Positive reviews?
 - 5.8.3. Viability?
 - Who does it work for?
 - Who shouldn't use it?
 - 5.8.4. Testimonials?
 - Demographics?
 - Objections busters?
 - 5.8.5. Demonstration?
 - Physical?
 - Virtual?

6. GET PROSPECTS TO BUY NOW

- 6.1. What do you sell?
- 6.2. What are the prospect's biggest risks buying?
- 6.3. Why now?
- 6.4. What do I need to do to get started?
- 6.5. Why do other alternatives suck?
- 6.6. What's the benefit-oriented name, description, and value of each bonus?
- 6.7. How do you protect prospects against risk?
- 6.8. What is motivating urgency? Why must the prospect buy now?
- 6.9. How does the prospect order?
- 6.10. What happens after the customer orders?

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