

## Marketing Interview: YOUR OFFER

### 1. Your Offer

#### 1.1. Irresistible Offer

##### 1.1.1. 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)?

##### 1.1.2. 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?

##### 1.1.3. 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)?
- 1.1.4. Premiums?
  - Bonuses?
    - Augment
    - Accelerate
    - Amplify
  - Special pricing?
    - Unique to this singular offer?
    - Always less than public price?
- 1.2. Compelling Solution?
  - 1.2.1. Is it a replacement or improvement offer?
    - New, secret, different, expiring soon?
- 1.3. What it is?
  - 1.3.1. Clear description of deliverables?
- 1.4. Delivery?
  - 1.4.1. Time to receive it?
  - 1.4.2. How does it arrive?
  - 1.4.3. Steps after purchase?
- 1.5. Presentation of deliverables?
  - 1.5.1. Look of it?
    - Polished?
    - Generic?
  - 1.5.2. Packaging?
    - Outer?

- Inner?
- 1.5.3. Labeling?
  - Clarity?
  - Appeal?
  - Organized?
- 1.5.4. Quality end-to-end?
- 1.6. How to use/get result?
  - 1.6.1. Ease?
    - Steps?
    - Obvious?
  - 1.6.2. Access?
    - Equipment?
    - Location?
    - Convenience?
  - 1.6.3. Effort to implement?
    - Consume?
    - Educate?
    - Work?
    - Continuation of results?
  - 1.6.4. Extras required?
    - Hardware?
    - Software?
    - Apparel?
    - Information?
    - Access?
    - Accessories?
- 1.7. Quantification?
  - 1.7.1. Commitment?
    - time to consume?
    - time until results?
    - needed to keep results?
  - 1.7.2. Duration?
    - supply duration?

- benefit of supply?

## **2. Current Solutions**

- 2.1. What is the market already using to solve the problem (list out)?
- 2.2. What has their experience been like?
- 2.3. What does the market like about existing solutions?
- 2.4. What does the market dislike about existing solutions?
- 2.5. Are there horror stories about existing solutions?
- 2.6. Does the market believe existing solutions work? (If not, why?)
- 2.7. Is there a conspiracy prospect believe why old solutions didn't work?
- 2.8. Is there a belief that the market's pain point used to not exist or used to not be so bad?
- 2.9. 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?
- 2.10. What solutions for the prospect's problems exist already? Why aren't they working for the prospect?

## **3. Different and Better than competition (unique mechanism)**

- 3.1. How does your unique mechanism handle the core root cause of the problem?
- 3.2. Why is your unique mechanism the best? What does best mean?
- 3.3. What proof and evidence do you have to support why you are better?
- 3.4. Has someone tried to solve the market's pain points before in a unique way? (What was the result?)
- 3.5. Are there any ancient attempts to solve the problem that are unique? What happened? Were they successful but forgotten? Or a failure? Why?
- 3.6. What's the new claim, new root cause, or surprising info making your solution possible?
- 3.7. How does the new solution you're offering work?
- 3.8. What is your method (unique mechanism)?
- 3.9. How does your method (unique mechanism) work?
- 3.10. Why does it work (treats root cause or symptom)?
- 3.11. How come you do it that way (unique mechanism)?

- 3.12. Why do you do it in that order (unique mechanism)?
- 3.13. What have you added, changed, or taken away to make this method unique (unique mechanism)?
- 3.14. What is the credible, legitimate name for your unique mechanism?
- 3.15. Why is your way easier (unique mechanism)?
- 3.16. Why does your way produce faster results (unique mechanism)?
- 3.17. Why is your method more consistent than other methods (unique mechanism)?
- 3.18. Why is your unique mechanism better than anything else out there?
- 3.19. What proof do you have to show why your unique mechanism is better?
- 3.20. What are the advantages to solving the root cause of the problem?

#### **4. Make Your Offer Irresistible**

- 4.1. How desirable is your solution?
- 4.2. What are the primary benefits you give your customer?
- 4.3. What problem does your offer solve?
- 4.4. If you could create any result for your prospect, what magic wand result would you create?
- 4.5. What are the ideal customer results you could create? How did the customer change? What did they feel?
- 4.6. 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?
- 4.7. Is this truly what the prospect really wants?
- 4.8. What will prospects experience and feel after using your product or service?
- 4.9. Is the solution different than the competition?
- 4.10. What is something weird you can deliver to the customer?
- 4.11. 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?**

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

Courtesy of copywriter Kent Sayre [www.CopyByKent.com](http://www.CopyByKent.com)

- 4.13. What is the customer before vs. customer after (magic wand waving)?
- 4.14. What is the vivid “movie” for your prospect BEFORE your offer?
- 4.15. 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](http://www.CopyByKent.com)**

Courtesy of copywriter Kent Sayre [www.CopyByKent.com](http://www.CopyByKent.com)