

Copy Questionnaire

- 1) What are the product benefits?
- 2) What are all the features of the product?
- 3) How does the product differ to the competition? Is it better?
- 4) What does the buyer expect when he or she spends money on the product? Does it deliver?
- 5) What methods, approaches and sales techniques are the competition using?
- 6) How does the purveyor of my product differ to the general public?
- 7) How much would my buyer reasonably be expected to pay?
- 8) Is the product for business or personal use?
- 9) Can I expect single or multiple sales from my buyer?
- 10) Are there other (back-end) products in your line that could compliment the main purchase?
- 11) Does the product need to be shown in colour?
- 12) What do you regard as the total amount of customers?
- 13) Who is likely to make a purchase? Teens or the elderly? Male or female?
- 14) Is there a possibility for overseas sales?
- 15) Should payment-over-time be offered?
- 16) Could the product be regarded as a gift?
- 17) Should my copy be long or short?
- 18) How should it sound? What tone would you like?
- 19) Is there a seasonal advantage to the product and are we making full use of it?
- 20) Are testimonials available from satisfied customers?
- 21) Do I need photographs or illustrations?
- 22) Should a money back guarantee be offered?
- 23) Is the product also sold retail? Is there an advantage for buying direct from the advertisement?
- 24) Can I tie in some copy to a news event of some description?
- 25) Does the product sell better in a certain environment or climate?
- 26) Would a two-step advertising campaign be better than a direct sales ad?
- 27) What can I do to give a sense of urgency to the potential client to buy now, rather than wait?
- 28) Is there any scientific evidence to back up the ad?
- 29) What - if any - unsuccessful approaches have been used to sell this product before?
- 30) Can I get my customer to order by telephone?