

Your Product Design Questions - Step 1

What are the questions to achieve product market fit? Answers can then be used for marketing on page 2.

Understand your product for your customer persona. What are their fears, frustrations, wants & aspirations?

Why did you create the product or service? Reasons for creating the product/service 1,2,3...

What are the main benefits your prospects will receive? Go big and go small.

What are your prospects three biggest buttons? 3 biggest benefits. Emotional queues. Solutions to buttons.

What are your prospects fears in this area of their life? Worst case scenarios.

What are their biggest frustrations? Little things that nag your prospects. What ticks them off.

What does your prospect worry about? Different angle view. Good talking points.

What is your product going to do for them? Gains after using the product. Plus Emotional benefits.

What is your proof? Why should a prospect listen to you? List your qualifications. Experience.

Who is the product/service for? Describe your prospect. Who will benefit?

Who doesn't need it?

What sort of tasty information can you give away? Simple take-away information. E.g. 5 mistakes made with ... , 3 tips on ...

Why people won't buy? Objections.

What is the dream your prospect has? Dream scenario. How does his or her life change?

What is the nightmare? What will the prospect be like if they continue on their present course?

How would the customer see this?

What is the customer going through?

What is the customer experiencing in their life that is driving them to search for your product/service?

What are their hidden motivators?

What are the things they would not confess to anyone else?

What are all the mistakes made by my prospects now? List them. E.g. 10 mistakes report. Use in your copy.

Your Marketing Design Questions - Step 2

Use product design answers from page 1 to help with marketing text design on this page.

Make your marketing copy convert into sales and income. Avoid wasting money on marketing.

What is the headline with the biggest benefit? Shock the prospect with a new way to act.

How will this information help the reader now?

Show understanding of the client situation and the pain they are experiencing as a question.

Tell a short story on why you solved this problem. Before/After, Discovery, Secrets, Us versus Them story.

What is the customer missing?

Provide a simple take-away information a-ha.

Provide social proof using research, experience, education. Why are you an authority?

Introduce your solution and the major parts.

Bullet point on benefits. Tell the reader the benefit in the benefit. 2 or 3 benefits + per bullet.

Who needs the product/service?

Who does not need it?

How is your product/service different? 3+ reasons.

Product details

Price

Guarantee

Close. Do nothing nightmare or action.

P.S. 3 biggest benefits

Testimonials