



Ten Questions You Must Answer About Your Product or Service

Before you sit down with any advertising person, marketing person, web designer or copywriter, you should have these questions answered thoroughly. And if you present this information to your marketing person and they start talking about a clever, cute or entertaining campaign, fire them immediately.

The star and main attraction of any marketing campaign or website must be the amazing benefits your product or service bestows on the buyer. That's the only thing people care about. What's in it for me?

Here are the questions you must answer:

- 1) Why is this product or service the way it is?
- 2) What problems, desires or needs does it fulfill?
- 3) What's special about it? Why does it solve a problem or fulfill a need better than your competitor's?
- 4) Who else says so? (consumers, clients, customers, professional organizations, research groups)
- 5) What are your strongest proofs you can offer to make your case and make it believable?
- 6) What are all your product or services' best features and how does each translate into a benefit for the customer or client?
- 7) If you had unlimited money, how would you improve this product or service?
- 8) Use the 80/20 rule. Who are your heaviest users? The twenty percent who generate eighty percent of your sales?
- 9) What irresistible offers might explode sales?
- 10) What premiums can you offer with your product or service that might really hit your twenty percent's hot button?

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