



The 6 Most Powerful Questions in Web Writing or Copywriting

Back in April of 2004, Google informed the world that 36 million websites were fighting for every pair of eyeballs that hit the web. How in the world can you compete with that?

It's not as tough as you think. Many of those websites are nothing but online brochures. The "information" on them was literally copied off of a flyer or brochure that was written for the off-line world.

Unfortunately for those websites, that's the kind of off-line content that doesn't work on the web.

So what does work on the web?

Answering the following 6 questions is the first step towards putting you ahead of 90% of those other websites. The information and resources you will find on this site will put you ahead of the rest.

Or, you can take your answers to these 6 questions to any true web writer and get **powerful web copy** that will help you *dominate your web market*. By the way, these answers will also help any copywriter vastly improve your other *marketing materials*.

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- **Who is your Prospect?**

In other words, who is your customer? The more you know about who your customer is, the more likely you will be able to target them with your website rather than trying to be everything to everybody. When you're everything to everyone, you're nothing to no one. Why is your prospect looking for you? What do they need? Don't tell them about your world-famous whozit. Remember: People buy the hole, not the drill!

- **What is the Problem?**

Let's face it, most sales are based on solving a problem. In the marketing biz, we call it "The Three Ps": Pain, Problem or Predicament.

"All my friends have plasma TVs. I feel like a loser."

"I don't know how to fix a washing machine. Man, am I frustrated."

“These taxes are eating me alive!”

In fact, your audience may not even know they have a problem. Think about a “brick & mortar” store or making a sales call on a new prospect. If you start giving them a sales pitch as soon as they walk in your door or as soon as you shake their hand, you know exactly what will happen. What makes you think the Web is any different? Don’t pitch them until they understand that YOU understand their problem.

People don’t care how much you know until they know how much you care!

- **Why Hasn’t The Problem Been Solved?**

What is the HISTORY of the pain, problem or predicament? What are the solutions that HAVEN’T WORKED? Why hasn’t your client or customer not solved their problem? Why are they in the same rut? Who has failed them?

- **What is Possible?**

This can actually be the fun part! What would life be like for your prospect or customer after you have solved their problem, pain or predicament? *Go beyond the obvious.* For example, for a chiropractor, the obvious answer would be “getting rid of my patient’s back pain.” However, *the real benefit, the dramatic promise*, would be, “now you can accomplish all your goals and dreams because the pain is no longer there to stop you.”

- **What is Different Now?**

This should be the easiest question of all. Every business person should know this down to their bones. This is where your **Unique Selling Proposition** comes into play. For those who don’t know what a Unique Selling Proposition is, it’s the most important thing that *sets you apart favorably from your competition.* The thing you offer that makes you different from anyone else. Your COMPETITIVE ADVANTAGE. *How can you help your client or customer better than anyone else?*

- **What Should the Customer do Now?**

This is what divides a great sales person from a mediocre one. Stop talking and GO FOR THE SALE! *Ask for it!* Tell them what they have to do to get their problem, predicament or pain resolved. People want to be led. They don’t want to think. They want the answer handed to them. Make it clear they have to sign-up, click here, pick up the phone and call, register now, opt-in to get IT, or buy now your product or service. It’s that simple. *Make it clear what they have to do.*

Now that you have this basic information, it’s time to turn it into web writing or web copy or, if you’re now wondering about your off-line marketing materials, great marketing copywriting PERIOD!

Please download and print the pdf document **The Six Most Powerful Questions in Web Writing** and answer the six questions. This will give you a powerful jump on writing web copy that strongly communicates to your potential client or customer *what you can do for them.* You can either write the text yourself or give the answers to a web

writing professional who can create the copy for you. Remember: People are looking for the hole, *not the drill!*

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