

## Thirty Questions For New Copywriting Clients

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- CLIENT COMPANY NAME, including phone number & company contacts
- DESCRIPTION of Product/Service. (In 50 words or less, what is it we're offering?)
- PURPOSE of the product or service. (What does it do? How does it work? How is it used?)
- PRICE: how much does it cost?
- What is the OFFER? (Is there a special introductory saving? Premium? Limited-time offer? 2-for-1 sale? Free information? Etc.?)
- What are the FEATURES of the product/service? (All the facts and specifications.)
- What are the main BENEFITS? (What will it do for me? What specific problem does it solve? How will it make or save me money? Save time or work? Make my life easier or better?)
- OTHER COPY POINTS? (What info/service will it give me that I can't get anywhere else? Or how and why is it new, better than, different from what's already available? Is it unique or exclusive?)
- What is our PROJECT? (Ad, direct mail package, brochure, insert, complete campaign?)
- What is the OBJECTIVE of the project? (Inquiries or leads, direct sales, announcement, image building, etc.?)
- What's the BUDGET?
- What's the SCHEDULE? (You want it when?)
- Who is the main PROSPECT?(In business, what's his or her title/responsibility? What are his biggest concerns, fears, attitudes, possible objections? How will he use your product to get ahead or to keep from falling behind? For consumers, what main interest/desire/fear does it appeal to? Who are your SECONDARY PROSPECTS? (Are there enough of them to justify specific versions of the copy so the offer appeals more directly to them?)
- What LISTS/MEDIA will you use? (What have you used in the past? What worked and what did not? What is the performance BY SOURCE?)

- Do we have a SAMPLE of the product/service?
- Do you have SAMPLES OF PREVIOUS PROMOTIONS? (Winners and losers?)
- Do you have any TESTIMONIALS and ENDORSEMENTS? (Letters from happy users? Media coverage? Celebrity endorsements?)
- Do you have any COMPLAINTS? (Letters from unhappy customers?)
- Will you be conducting any TESTS? (Copy, price, offer?)
- What copy points MUST be included?
- What TABOOS do you have? (Anything that must never be said or promised?)
- What about OUTSIDE COMPETITION? (Why are you better? Product? Price? Service? Can your prospect make price comparisons with others, or do you have an exclusive?)
- Any IN-HOUSE COMPETITION that might affect positioning, copy approaches, etc.?
- Any operational RESTRICTIONS? (E.g., no 9" X 12" outer envelopes, 4-color, etc.)
- In the offer, what is the METHOD OF PAYMENT (Cash with order; bill me; purchase order required? Visa, MasterCard, American Express, Diners, Discover?)
- What about TELEPHONE ORDERS? (What percent of your business comes in by phone? Do you have a toll-free number? Accept collect calls?)
- What's the GUARANTEE? (100% money-back anytime? Fifteen-day trial? Other?)
- What about your COMPANY? (Special history of the company, personality of the owner, authority of the seller, achievements or anything else of sales importance?)
- ANYTHING ELSE? (As much research and background material as you can supply.)
- Recommended BACKGROUND READING and OTHER PEOPLE I SHOULD TALK TO.