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Contact Jesse Forrest **Web:** [www.StartCopywriting.com](http://www.startcopywriting.com)

**Email:** [jesse@startcopywriting.com](mailto:jesse@startcopywriting.com)

Research Questionnaire

**What exactly are you selling or promoting?** Describe your product or service in a sentence. I.e. An all in one email marketing platform, a day care centre for children, an accounting firm, etc.

**Describe your primary target market and additional target markets (if any).**

Target Market 1:

Target Market 2:

Target Market 3:

**What are the main problems your target market is experiencing right now? What is motivating them to search for a solution?** I

Problem 1:

Problem 2:

Problem 3:

**What are the top 3 to 5 benefits your product or service offers to the customer?**

Benefit 1:

Benefit 2:

Benefit 3:

Benefit 4:

Benefit 5:

**What are some of the main reasons your product or service is better than your competitors?**

Reason 1:

Reason 2:

Reason 3:

Reason 4:

**What primary and secondary action step do you want visitor to take on your webpage? I.e. buy our product, fill out an enquiry form, etc.**

Primary action step:

Secondary action step:

**How are you an expert/authority in your market?** Do you have any qualifications, awards, experience, or education that position you/your business as an expert in your field?

**Do you have any visual credibility / trust indicators you can add to the webpage?** Things like: Logos from well-known companies in your industry, associations, or affiliates?

**Headline and Sub-Headline Templates**

**Headline & Sub-Headline Template #1:** Say What It Is

[Email Marketing Software]

Forget the [common problems target market are experiencing, i.e. out-of-date spreadsheets, no longer sticky notes, etc]. [Product or service name, i.e. Trello] [benefits, i.e. lets you see everything about your project in a single glance].

[CTA Button]

**Headline & Sub-Headline Template #2:** Say what it is and who its for

[Email Marketing Software For   
Business Owners and Agencies]

[Product or service name, i.e. Email Marketing Pro] is an [say what it is, i.e. email marketing platform] for [target audience, i.e. business owners and agencies] who want to [achieve benefits, i.e. grow their businesses faster].

[CTA Button]

**Headline & Sub-Headline Template #3:**Say what it is and what you’re able to do with it

[Email Marketing Software That Turns   
Your Database Into Customers]

[Say what you’re about to do with it, i.e. Send beautiful email campaigns, track the results and manage your subscribers with ease, etc]

[CTA Button]

**Features and Benefits**

How to turn boring features into irresistible benefits by asking either “Which means?” Or “So what?”. We are using the iPhone 8 for the example below.

|  |  |  |
| --- | --- | --- |
| **Features** | **Which means?  So what?** | **Benefits** |
| 13.5 hour battery life |  | You’ll be able to watch videos, view photos, browse the Internet for (almost) the entire day - without running out of battery. |
| 5.5‑inch Retina HD displays |  | You’ll enjoy viewing videos and photos in amazing high definition and on a much bigger and wider screen than any other phone. |
|  |  |  |
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**Competitive Advantages Exercise**

|  |  |
| --- | --- |
| **Competitive Advantages** | **What it means to your customers?** |
| Better pricing | You’ll save money and feel satisfied you’re getting the best deal on the highest quality product / service. |
| Money back guarantee | If you’re not satisfied for any reason, then you can get a full and prompt refund. Enjoy the peace of mind knowing that if the product doesn’t meet your expectation that you won’t be out of pocket. |
|  |  |
|  |  |
|  |  |

11 Competitive Advantage Examples

1. Better Pricing
2. Speed (of service, delivery or results)
3. Free (i.e. shipping)
4. Risk reversal (i.e. money back guarantee)
5. Higher quality
6. Longer lasting
7. More experience or specialised knowledge
8. Bigger range to choose from
9. Superior customer support
10. Access (i.e. 24 hour gym)
11. Technology