



Clear and clever communications for  
real-life people in real-world business

## You want WOW! And so do we...

You want marketing material that persuades and moves your target readers to action by giving them truthful, useful information about the products or services you offer. The more truths you include in your marketing material, the better—for everyone.

That's why, before we start any writing project, we dig for information from you (our client) about your product/service, industry, and competition, not to mention your target market.

After all, we don't want a bunch of puffed-up meaningless words and expressions that will simply fill up space on a page. They won't persuade your reader to take that next step because they're hollow...they don't inform and don't connect.

Instead, we want words and phrases that are jam-packed with value. We want words that are meaningful and compelling. We want WOW!

When you complete the tasks and answer the questions that follow on these pages, you'll help us gather the information we need to write persuasive, fact-filled copy that sings! (Can you hear it yet?)

### Let's start with...

Your name

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Your company name

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Your full street and mailing address

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Your phone number(s) (including area code)

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Your e-mail address(es) & URL

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2. Which **three advantages** are most important to your target market? Which **three benefits** are most compelling?

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3. How is your product/service different from your competitors'? What makes yours remarkable?

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4. Which features are exclusive? Which are better than your competitors'?

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9. If your product/service isn't all that different, what attributes can you stress that haven't been stressed by your competition?

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10. Against what technologies does your product/service compete?

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14. How is the product/service positioned in the marketplace?

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15. How does the product/service work?

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16. How reliable is the product/service?

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17. How efficient is it?

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18. How economical is it?

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21. How quickly can you typically deliver the product/service?

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22. What services and supports do you offer?

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23. Is the product guaranteed? Describe the guarantee.

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## Who is your audience?

1. Who will buy the product/service? Who will you sell it to? Sometimes they aren't the same. For example, a popular fast-food restaurant advertises (sells) to youngsters but the parents actually buy the goods.

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2. Is this the same person who will read the material and make the buying decision? For example, in many offices the senior manager will sign the purchase order but the office manager will decide what he or she will buy.

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3. Tell us your customer's three most pressing concerns. Are they price, delivery, performance, reliability, service maintenance, quality, efficiency, or something else all together?

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What is the purpose of your project? Please rank the following in order of importance, with 1 representing the most important and 7 the least important.

- To generate inquiries
- To generate sales
- To answer inquiries
- To qualify prospects
- To transmit product information
- To build brand recognition and preference
- To build company image

What else do we need to know?

1. Any new rules or regulations/legislation in your industry?

Three horizontal lines for writing the answer to question 1.

2. Any social controversy?

Three horizontal lines for writing the answer to question 2.

3. Any issue/topic/language we need to avoid?

Three horizontal lines for writing the answer to question 3.