



## Writing sales copy - key questions to ask before you start

To create a powerful sales message, you must first get into the mind of your customer. There are many questions you need to ask yourself before you start, but the following 7 are critical. They will help you start from the heart and understand better the emotional triggers that encourage someone to buy from you.

Be clear about your target market and, if you have more than one target market, answer the questions separately for each one.

1. Who would you most like to buy from you? (what's their position within a company and what's the type/size of company)
2. What's the real nitty-gritty problem they have?
3. Up until the point they've met you, why has their problem not yet been solved?
4. What confuses them about the options open to them in the wider marketplace?
5. What's possible for them now that they've become aware of you, i.e. What's the 'promise' you can now make to them?
6. Why is now a good time for them to address the problem?
7. What will be different for them – and for their organisation – as a result of working with you? (Or... what's the single most important thing you would say to them if they were about to say 'no' to you?)

Now that you're clear about the key issues, you can start to build a sales message that really engages and 'sells'!

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