

# Client Questionnaire

## About The Product/Service

1. Name of the product/service...
2. Please describe the product/service in detail (features and benefits)  
**Features:**
  -**Benefits:**
  -
3. What is the primary problem this product/service solves?
4. If you had a gun to your head and you had to list the ONE benefit that's most likely to make someone buy the product or service, what would this be?  

EXTREMELY IMPORTANT: what YOU think is important about the product/service is often COMPLETELY UNIMPORTANT to the client/customer
5. Does this product/service deliver the #1 benefit in a unique way? Explain.
6. What do current clients especially like about the business and the product/service?
7. Please list competitors. How is your product different/better?
8. List long-running news stories or popular culture discussions connected with the problem this product solves:
9. Please attach or link video and/or photos, if applicable.

10. If you were selling the product/service and you really wanted to shock the potential customer and really get their attention, what would you say?
11. What are the limitations of the product/service?
12. Legal restrictions I should be aware of
13. What is the price of the product or service? Do you want it on/in the sales page/copy or just the order form/page?
14. What EXACTLY is the offer?

## **About The Customer**

15. Please describe the ideal client/customer.
16. Please add:
  - a. What attitudes do they have? (religious, political, social, economic)
  - b. What are their hopes and dreams?
  - c. What are their victories and failures?
  - d. What outside forces do THEY believe have prevented their best life?
  - e. What are their prejudices?
  - f. Sum up their core beliefs about life, love, and family in 1-3 sentences.
17. What do ideal customers fear?
18. What frustrates ideal customers?
19. What do prospects desire?

20. What do ideal clients already know or believe?

21. What 3-5 things must the prospect believe in order to make this purchase MANDATORY?

22. Which motivators would you say are likely to trigger response (can be one or all).

- FEAR
- GUILT
- GREED
- EXCLUSIVITY
- ASPIRATION
- STRESS

## **About You – My Client**

23. The person/company doing the persuading is...

24. How is the person/company uniquely qualified to handle this problem for this client?

25. What sort of social proof can you provide?

26. What are specific numbers associated with the results this product generates?

27. List common objections. How have you effectively overcome them?

28. What can you do to instill a sense of urgency so that people are motivated to buy quickly?  
Please include a date...expiration...

29. What does the client/customer stand to lose if they don't get the product/service?

30. How does this copy fit into the overall marketing strategy?

31. How is traffic being driven at this copy? From where? Share ads if possible

32. What makes YOU especially excited about the product or service?

33. What has worked before in your copy? What has not worked?

## **Last Question**

34. Is there anything SPECIAL and SPECIFIC that you would like to tell me BEFORE I start writing?