

SALES COPY

QUESTIONNAIRE

Long Sales Page Version

A STEP-BY-STEP GUIDE TO WRITING FUNNEL COPY THAT
CAPTURES & CONVERTS YOUR AUDIENCE.



Questionnaire For Long Sales Page

Purpose:

Writing sales page copy is an art form that follows a clear process. We've laid it out for you here clearly and methodically. Invest 30 minutes to answer these questions, and we'll save hours (sometimes days) in design time and thousands in advertising dollars. **Good sales copy is the key to conversions and revenue!**

Instructions:

- Make your own copy of this document.
- Add your business name to the title.
- Invest 30 minutes to answer every question that is relevant to what you're selling. (It will save lots of time and money in the later development and testing phases.)
- Write answers in your best draft and direct them toward your audience. (If you work on this project with us, we will wordsmith from there.)
- Add the shareable link to this document for your work request submission (if applicable).

Opening Hook:

What is your opening 1-liner "hook" to grab your audience's attention?

Hook Tips:

- Make your headline unique and specific, and try to incorporate emotional words.
- Use the three ingredients of intensity, novelty, and urgency.
- Tease a new revelation, new perspective, or confirm their suspicions.
- If you're stuck, move on to answer the rest of the questions, then return to this last.

What is your opening 1-liner "hook" to grab your audience's attention?

Write your best opening hook statement(s) here. If you lack inspiration, return to this question later after you've processed other answers.

The Pain:

What are your customers' pain points, desires, or goals that you will help them solve?

Write your list of pain points here.

Select the #1 pain point from that list that your offer will solve and fully describe it.

Describe the #1 pain point here.

When it comes to their pain, describe how you "get it"—how you know what it feels like.

Express how/why you understand and relate to their pain.

How will this problem get worse if it isn't addressed? What will life look like for those who ignore this?

Describe any urgencies/reasons why they must address this pain.

What is your customer fed up with? Why does this pain point feel unbearable?

Remind them why they don't want to stay the same.

What does your customer want to do yet feel uncertain about?

Identify with hesitation/uncertainty to get ahead of their objections.

What is your customer confused about? Why might they feel stuck in their current condition?

Express how you empathize with "feeling stuck" or confused.

Describe how/why your customers feel like "less than" the version of themselves they want to be.

Inspire by reminding your audience of who they want to be.

What major roadblocks are they hitting right now that are keeping them from progressing?

What is stopping your audience from making progress? Explain.

Imagine If:

What key action does your customer want/need to know how to do that they're currently struggling with?

Describe here.

Describe what the transition will look like and feel like for your customer.

Describe here.

Take each pain point from before and help them imagine overcoming them:

- How will they feel about overcoming their biggest pain point?
- What huge milestone will they reach once they learn exactly what to do?
- What system or strategy will help them streamline their results and what will the outcome look like?
- What will the "after" better version of themselves look like?

Describe here.

Your Product or Service:

What is the name/title of the product or service you offer?

Describe here.

What big promise are you making about this product or service? e.g., "Get all the strategies, systems, and skills to achieve [the thing they want to do]" OR "You'll be able to do [this, this, and this] without the headache of [something they don't want to do or feel]."

Describe here.

What specific outcome have *you* achieved from applying this solution in your life or business?

Describe here.

How much does this product or service normally cost? (Value)

Describe here.

How much are you offering this product or service for today?

Describe here.

How long will you offer this product or service at this price?

Describe here.

Reassurance:

Help your audience "forgive themselves." Why isn't it their fault for not finding the help they needed sooner?

Describe here.

How can you empathize with the obstacles and roadblocks they may have faced along their journey?

Describe here.

What short story or struggle can you share to better identify with them? (e.g., Why was it so hard for you to overcome this? What challenges and obstacles did you have to overcome? What limiting beliefs did you have?)

Describe here.

How did you ultimately solve this pain/problem for yourself? What important lessons did you learn?

Describe here.

What one BIG "a-ha" moment changed everything for you (that will change everything for them too)?

Describe here.

Offer Details:

It's time to show them what's inside/everything they'll get.

What products or services will they receive? (Itemize below)

Describe here.

If this is a digital product, what learning modules/chapters (etc) are included? (Describe exactly what they'll get in each one.)

Describe here if applicable.

Bonuses:

What *else* will they receive that will surprise and delight them? (Provide titles and exactly what is included.)

Describe here if applicable.

Testimonials:

Pull out a few keywords from a testimonial. Since you've just introduced your product, it should focus on how much it helped them to achieve a big outcome. If you don't have testimonials for this specific product, use another testimonial about what it's like to work with you.

Describe here.

If you have photos of your customers, use this format. Pictures help validate the testimonial and help potential customers visualize themselves with these results.

Describe here.

Guarantee:

Are you providing a satisfaction guarantee? If so, provide the details (e.g., length of test drive, refund policy, etc.).

Describe here if applicable.

Reinforcement:

What will change for your customers after they use your product or service? (Remind them of the biggest benefits, what will change for them, how they will feel, what they'll be able to do, what their new normal or average day will feel like, and the results they can expect.)

Describe here.

List four compelling benefits and summarize them in 1 sentence as clearly as possible.

Describe here.

If the product is more than \$50...

What do alternative yet undesirable solutions cost in terms of time and money? (Justify your pricing via comparisons.)

Describe here.

What would it cost to work with you 1-on-1 if they wanted a more customized option? (Build the value of this product.)

Describe here.

What is the estimated opportunity cost of someone trying to figure this out on their own through months of trial and error?

Describe here.

How much time and money do you estimate this product will save them?

Describe here.

About You:

Provide your known-by Name/Title.

Describe here.

Provide a short intro bio (200 words or less).

- Mention your credentials, relevant achievements, and/or any publications you've been featured on.
- Be knowledgeable, friendly, and upbeat.
- Tell them why you created this program and remind them (again) of the benefits.

Describe here.

Publications:

Provide logos of any publications you've been featured in.

Instructions: Do not submit here. Submit these in the work request form.

FAQs:

What common questions do you hear from other customers that you can answer in advance?

For instance...

When does this program start and finish?

Describe here if applicable.

How long will they have access to it?

Describe here if applicable.

Do you offer a refund?

Describe here if applicable.

How will they know if this program will work for them?

Describe here if applicable.

How long will it take to complete the program successfully?

Describe here if applicable.

How is this different from other programs in your niche?

Describe here if applicable.

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