

Questionnaire

This would help me better craft a landing page that meets your goals

1. Describe in two sentences (or less) what your company does. Explain who you are, then what you do.

For example: “We are a loft conversion company... I am a virtual assistant... We are an ecommerce website.”

2. What benefits do you offer? How are your customers’ lives improved by using your product or service? What problem does it solve?

For example: “The ingredients we use are organic, and sourced locally, so you don’t pay for unnecessary food miles and your meals are better for you and the environment. Plus, we use recycled packaging!”

3. What is the main goal of this copy?

For example: To make us sound more approachable, less formal, more professional, to allow us to charge higher fees, to present us as an industry leader, to position ourselves as experts in the field, etc. Let me know. :)

4. What do you want people to do after reading your copy?

Every piece of copy must have a conversion goal. So ask yourself, what do you want your reader to do next? For instance:

5. What makes you special above all others? What are your product's unique features?

For example, we are the only company to offer 24-hour support, we’ve won more industry awards than any other, we give back 15% of all profits to the community, we are the only company in the world who can make pianos out of glass.

6. Who is your ideal customer?

For example: Age, gender, income, location, career goals, attitude and values, challenges.

7. What tone of copy do you like?

For example: Websites, email newsletters, PDFs of brochure copy. (optional)