

7 questions to answer before you create content or write copy

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ONE

Why are you writing this?

What is your business goal for the year? Does this communication fit with that goal?

If your goal is to grow sales by 10% how will this help you do that?

If this communication doesn't help you hit your goal, why are you writing it?

Note: it's perfectly valid to do things to help you reach your goal in the end. You might do social media to build your reputation that will in turn drive sales. That's fine. Just make sure that you use social media to achieve the aim of building your reputation.

TWO

Why is it important to your customer?

Why are you telling your customer this now?

What is new? How can you make your message relevant?

Think about your customers' pain points – how can you address those?

THREE

What is your opinion?

The unique thing about your business is the people. What do you think about the changes going on in your industry? Why did you develop your product in this unique way? Why are you so passionate about x, y or z?

Think about why you started your business. Why did you think you'd be good at it? What did you want to set out to do? That is unique to you and it makes your produce or service special.

FOUR

Who are you talking to?

It's much easier to write if you know who you're writing to.

You probably have a number of different types of customers. Think about why people buy from you. List all the different reasons to give you an insight into your different customer groups.

Once you have those groups, vary how you communicate so that you're addressing each group separately. Try to imagine a specific person that you're writing to and write to them. It will make it much easier to tailor *how* you write.

FIVE

What are your barriers to purchase?

How do you turn a non-customer into a potential customer? Why don't people buy from you? Do they think you're expensive? Do they think they don't need your service?

Think of the barriers that stop people even enquiring about your product/service and address them head on. Systematically unpick people's objections so that they begin to see why your product or service is relevant to them.

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SIX

How will you persuade your customer?

How will you turn a potential customer into a paying customer? Think about how people buy your product and make sure you're persuading them at each stage.

Educate: When people are buying something new, they often research their subject. This is an opportunity for you to educate them on the product they want, presenting yourself as an expert. E.g. if you're selling vacuum cleaners you'll need to explain the different types – Cordless, bagless, upright, pullalong, and what they do.

Advise: Once your customer understands the choice, they'll need to select what's right for them. Tell them the things to consider. Be their guide. In the vacuum cleaner example, get them to consider their needs – do they have pets? Do they like the idea of vacuuming the whole house once a week or a little and often.? Then you can make a recommendation.

Purchase/Inspire: Once they've made their decision they have to decide whether to part with their money. Is it worth it? Inspire them with an image of their life with your product in it. E.g. with this vacuum cleaner, imagine having a clean house with hardly any effort.

SEVEN

What do you need your customer to **do**?

Make it easy for your customers to buy from you. Make sure add to basket buttons are easy to find. Make sure your contact details are repeated in the body of your sales letter. Once you have a committed customer, don't let them walk away because they couldn't work out how to pay.

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