

Sales Page Copywriting questionnaire

1. What's the name of your product/service/program (hereafter referred to as product)?
2. What is the purpose of your product? What problems does it solve for your clients?
3. Whom do you serve? (Ie. Who is your target market? Women, men, entrepreneurs, etc.) Please be as specific as possible. Include any information you've collected, such as age range, income level, profession, etc.
4. What are the benefits of your products/services? In other words, how do/will your products and services make your customers' lives better? For example, if you sell organic face creams, your benefits might be to make their skin soft and give them a more youthful appearance (or make it feel better and look better). A business coach might proclaim to help his clients grow their business and increase their monthly revenues. Specifics are good, so if you have any, please share! Please list all that apply.

Benefit #1:

Benefit #2:

Benefit #3:

10. What else does a prospective client need to know, or what other information do you want to provide about this product?