



Copywriting Questions to Focus Your Copy

What is the product or service and what is the benefit to the consumer?

Who are we talking to? (Men, women, ages, income)

What are they doing while we're talking to them? When will we/should we reach them?

What are the current beliefs our customers and prospects have about the store and/or products? (Consumers believe that his/her bar is a hangout for thugs, or that the Jewelry store is for old people only)

Who and/or what is the competition?

What are the current beliefs customers and prospects have about the competition? (If it's a carpet store they have better choices, cleaner facility, and reliable installers)

What behaviors are prospects/customers exhibiting now that we would like to change? (For example; They're going to the closest auto dealer because all dealers are the same... Young adults won't make purchases at store X because they don't seem "cool" or they're buying generics because they perceive no difference from nationally advertised brands)

What would we like customers to think about the product/service? How would we like them to behave? (For Example: If it's a jewelry store you're getting better/fair value on your money spent, we want them to feel good about shopping at the store).



What are the barriers- in rank order- to changing these behaviors?

What truths about the store/product - real or perceived – can be leveraged? In what ways are we different, better? (For example: If it's a jewelry store, ambience is more relaxed, they have hipper designs, more experience and better after sales service).

What is the current personality of the store? (Family friendly, hard sell, female friendly)

What are we really selling? Can we deliver on it? (For example: Volvo does not sell cars, they sell safety; Coke doesn't sell brown sticky sweet stuff in a bottle, they're selling good times, fun, relationships.)