

---

# The 6 Most Powerful Questions in Copywriting

Presented by: Bob McClain  
WordsmithBob.com  
612-226-7667  
info@wordsmithbob.com

# The 6 Most Powerful Questions in Copywriting

---

1. Who is your target prospect?
2. What is the problem?
3. Why hasn't the problem been solved?
4. What is possible?
5. What is different now?
6. What should you do now?

# Exercise: The 6 Most Powerful Questions in Copywriting

---

Keep your answers brief – 1-2 lines per question:

1. Who is your target prospect?
2. What is the problem?
3. Why hasn't the problem been solved?





# About Bob McClain

---

**Freelance copywriter** Bob McClain has been studying search engine optimization and creating killer sales copy since 2001. He now offers free, no-obligation website reviews to help businesses get the most "bang for their buck" from their websites.

In his previous life, Bob spent a year as a Medical Recruiter and Computer Recycler after working for eighteen years as a computer-aided-design drafter in the automotive industry, machine design industry, processed food industry, the structural steel industry and the architectural glulam business.

Metropolitan State University awarded Bob his BA in Technical Communication with a minor in Creative Writing in 2002. During his last year at Metro, Bob was nominated for the Thomas L. Caruthers Award for writing excellence.

McClain volunteers as stage manager and on the Marketing Committee for The Rose Ensemble, a twelve voice vocal group that specializes in pre-1750 world choral music. He has also volunteered at the Walker Art Center, a popular modern art museum in Minneapolis, for fund-raising activities.