

FOCUS! ESSENTIAL POINTS TO DISCUSS WITH YOUR COPYWRITER

You are discussing a project with a prospective copywriter when you realize you are *answering* questions, not *asking* them. That's good. It shows that a copywriter knows what to ask to meet your full requirement.

Whether you are asking or answering questions, these points will help you focus, while also assessing prospective copywriters:

- What product or service will your campaign promote?
- Are you accentuating more than one aspect?
- What primary target audience must you reach, and convince?
- What problem(s) could your offering solve for your prospects?
- Be specific: Who is your ideal prospect? What are his/her challenges?
- What angle has worked well with your prospective audiences?
- What call(s) to action, or offers, will you make in this campaign?
- What credibility builders—stats, reviews, installs, case studies—can you use?
- Who are your main competitors in your offering's market space?
- How does your solution stand out from theirs? What is your USP?
- What are your offering's benefits against theirs?
- What are your offering's disadvantages? How does it compare?
- Which competitor(s) cuts into your market share?
- Why is that competitor more effective?
- What keywords are your prospects likely to use that will find you?
- What metadata are likely to make your product stand out?
- How should readers respond after reading your copy? What should they do?
- Are you limited by existing branding or marketing guidelines?

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