

50 QUESTIONS TO ASK PROSPECTS before work starts

On a prospect call, you should be asking a ton of questions. This list will guide you in getting the information you need to determine project scope and fit. You certainly don't need to ask all of these questions on the first call, but should be able to answer them before your project starts.

MARKET

1. Who is your target market?
2. What are the different segments of that market?
3. Why did you choose this market specifically?
4. What's the big pain that you're solving?
5. What's the tangible result they're looking for?
6. Do you have international customers?

PRODUCT

7. Tell me about your product.
8. What are all the features of the product?
9. What are all the product benefits?
10. How is the product different than the competition?
11. What exactly do they get when they purchase?
12. What's the onboarding/purchasing system look like?
13. Can I have access or a sample of your product?
14. What is the price point?
15. How did you come to that price?
16. What stops your prospects from buying (objections)?

TRAFFIC

17. How do your customers and prospects typically find you?
18. What is your marketing and traffic plan for this project?
19. Will this package be going to cold or warm traffic?
20. Are you spending money on ads?
21. How big is your list?
22. Do you have demographic data on your list?
23. Do you have anyone else mailing for you?

WORKFLOW

24. Have you worked with a copywriter before?
25. Tell me about your team.
26. What kind of copy/project systems do you have in place?
27. How does communication happen? (email, slack, basecamp, etc)
28. Does your team have regular meetings you'd like me to be a part of?
29. Who is the project manager?

HISTORY

30. Who wrote your current copy?
31. Are you happy with your current control? Why or why not?
32. Are testimonials available?
33. Do you have any well-known or 'celebrity' testimonials?
34. Unbiased reviews of the product?
35. Do you have successful controls for this product?
36. What kinds of questions does your customer service team get?
37. Do you have chat logs or customer service records I can look at?
38. Do you have any market surveys I can look at?

LAUNCH PLAN

39. What methods, approaches and sales techniques are the competition using?
40. Is there a payment plan offered?
41. Are you offering a discount?
42. Is there a limited-time (scarcity) bonus if they buy now?
43. Is there any upsell, cross sell, or other backend opportunities?
44. What kind of guarantee do you offer?
45. Do you have any revenue goals or projections?

TIMELINE/BUDGET

46. What's your timeline look like?
47. When would you like to get started?
48. What's your goal launch date?
49. What's the effect on your business if it's delayed or falls through?
50. What's your budget for this project?