

## Product Questionnaire and Background Material

In order to write persuasively about your product or service, we need to know about you, your product and your customers. This is a list of materials that you may be able to provide. We understand not all of these will be available, but the more you have, the easier the project will be to complete successfully.

This page gives you a complete list of the type of information we will need. The second page gives you a list of the background information you may already have on hand.

These are the general interview questions that we use to prepare for your project. We will go over these with you by phone or e-mail. You can also write your answers to these questions and include them with the background materials you provide.

Questions about the product.

- What are its features and benefits?
- Which benefit is the most important?
- How does your product/service differ from the competition?
- If the product isn't different, what unique attributes make it better? Is there a function or an advantage to promote?
- What technologies does the product compete against?
- What are the applications of the product?
- What industries can use the product?
- What problems does the product solve in the marketplace?
- How is the product positioned in the marketplace?
- How does the product work?
- How reliable is the product?
- How efficient?
- How economical?
- Who buys the product and what do they say about it?
- How quickly does the manufacturer deliver the product?
- What service and support does the manufacturer offer?
- Is the product guaranteed?

Questions about your audience.

- Who is your target market?
- What is the customer's main concern? Price, delivery, performance, reliability, service maintenance, quality efficiency?
- What is the character of the buyer?
- What motivates the buyer?
- How many different buying influences must the copy appeal to? What is the objective of your copy?

This objective may be one or more of the following:

- To generate inquiries
- To generate sales
- To answer inquiries
- To qualify prospects
- To transmit product information
- To build brand recognition and preference
- To build company image

## Previously Published/ Background Materials

Please look over this list and send us as many items as you can. Don't worry about organizing the material we will do that.

This material is intended to give us background about your project so please just provide what you have available. Don't be concerned if you don't have all these items.

Web pages – Web Address \_\_\_\_\_

Brochures

Sell sheets

Case studies

Catalogs

Presentations

Proposals

Letters to prospects and customers

E-mail to prospects and customers

Speeches

Press releases and/or press kits

Articles and White Sheets

Point of sale material

Product reviews

Ads

Sales letters

Flyers

Technical information

### Internal Materials:

Memos

Marketing plans

Reports

Product specifications

Sales force briefings

Market research

Internal presentations

### Competitor information:

Ads, mailings, web pages, and other information from competing products or services