

3. The Ultimate Best-Selling Salesletter Questionnaire

Before beginning work on your amazing salesletter, answer the following 25 questions as completely as possible. The answers will allow you to put yourself in your prospect's place and make writing easier and faster. **Don't skip this step!** It will make a HUGE difference in the success of your salesletter. Once you have answered all the questions, print out the entire document to refer to when you are not in front of your computer.

1. The specific goal of my salesletter is to:

2. If I were to look into the future, 6 to 12 months from now, the one thing I would like to have accomplished from this letter is:

3. My secondary goals for this letter are:

4. The specifics about my product, service or company that lend credibility to my sales pitch:

5. The specific product or service I am selling is:

6. All the features of my product or service:

7. Facts and figures gathered about my product that will prove my claims, and how my product or service compares to my competitors:

8. The major benefits my customer gets from my product/service are:

9. The major benefits my customers get from doing business with me rather than doing business with my competitors, doing it themselves, or from my product rather than my competitor's products. It's what makes doing business with me "unique", and it's why a prospect favors my business instead of my competitors, or doing it themselves, or doing nothing at all:

10. My customer's main concern is:

11. A short, accurate profile of the customer I'd most like to attract:

12. The type of guarantee I offer:

13. The level of service and support I offer:

14. A list of marketing pieces and items:

15. What I would say to "sell" someone my product if they are sitting across the table from me:

16. What keeps my prospects and customers awake at night, makes their stomach upset, and their eyes staring at the ceiling:

17. What my prospects fear most and fear often:

18. What my prospects get angry about and who they get angry at:

19. The three daily frustrations that are at the top of my prospect's list:

20. Trends that are occurring and will occur in my prospects' businesses and lives:

21. Deep down inside, in my prospects' innermost thoughts, this is what they secretly want and desire most:

22. This is the preferred way they make decisions:

23. The buzzwords (jargon, lingo, catch phrases) they use that are specific to their market niche:

24. A list of my competitors, how they are selling to the market, how we compare, and some ideas of why we are unique and special:

25. Offers I've made to my prospects that have not worked well, and why they failed: