

# Copywriting Assignment Preparation Questions

Client Name: \_\_\_\_\_  
Date: \_\_\_\_\_  
Project Piece \_\_\_\_\_

Who is the target audience?

Which problems or concerns of the audience does the product address?

Which dreams, wishes or desires of the audience does the product address?

What do potential customers read? Which magazines? Which websites? About what topics?

What motivates customers to buy similar products? What are the hot buttons?

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What criteria do customers use to buy similar products? (Price, delivery, features, reliability, service, prestige, reputation, quality)

What does the customer receive when buying the product? (In the case of a service, the customer may receive a report, or a discount, or advice on a particular issue.)

What are the different versions, styles, sizes, models and makes available?

How does the product differ from competing products? How does it differ from similar products?

What does this product do or have that the competitors' products do not?

What are the features and benefits?

Which of these differences matter most to the target audience? And why?

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If there are no differences with competing products, what attributes should be stressed? (Note: Sometimes it's the company selling the product that is the main benefit, not the product itself.)

For the market it serves, is this product positioned as cheap, moderate or expensive?

What is the guarantee, if any?

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