

Social Media & Digital Marketing Questionnaire.

I: How Your Business Got Started

- 1.** What made you decide to start this business? Is there a specific reason why or a story behind it?
- 2.** Why did you decide to offer your main product/service? What burning desire or need does it fulfill?
- 3.** What makes this service and products unique? Specifically, how is it better than any other option your prospect may have—including doing nothing at all?

2: Objections

- 1.** Are there any drawbacks to your service or product?
- 2.** As a follow-up to the previous question, are there any common objections that come up during the sales process?
- 3.** What will a prospect lose if they don't take action now?

3: Demographics & Psychographics

- 1.** What's your target demographic? Age, income level, gender, occupation, etc.—the more information the better.
- 2.** What are their top 3 fears related to your niche? In other words, what keeps them up at night?
- 3.** How does your Product address those fears?

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4: Results

1. What sort of results do your clients see as a result of using your service?
2. If you could wave a magic wand and give your clients an ideal result from using your service... what would it be?
3. If you had 30 seconds to explain what you do and why it can help a prospect reach their goals, what would that look like? (AKA: Your elevator pitch.)
4. Can you give us a list of your biggest competitors?

5: Business Intelligence

1. What is your average lifetime customer value?
2. What is your business website? Can you tell us more about your best selling products or services?
3. What does your marketing funnel look like (if any)? What does your current marketing strategy look like?
4. What have you tried that failed in the past? Why do you think it didn't work?

A commitment to a bigger contribution in the world is not only personally inspiring, it makes you and your business much more attractive to customers, team members, partners, and mentors. Consider the bigger contribution you'd like to make in the world, then clarify and focus it, so you can easily communicate it to everyone you

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meet in the future.

Your Current Business Contribution

How is your product or service, making the world a better place right now?

Your Future Business Contribution

What is your vision for the future of your business and its contribution?

Seeing A Future Reality

How can you see yourself making a difference in the world over your lifetime?

My Customer Is...

1. On a scale of 1 to 10, 1 being a mystery and 10 being your best friend, how intimately do you know your customer?
2. What is the age of your "hyperactive" buyer?
3. What is your "hyperactive" genderskew?
4. What are your target client's top 5 pain points?
5. What is their WHY?
6. What are 5 life goals or outcomes that they desire?
7. Who are their enemies? (Now, in the past, and in the future.)

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- 8.** Who are their heroes? (Now, in the past, and in the future.)

- 9.** What is their axiom profile?

- 10.** What are your target clients' favorite movies?

- 11.** What is their favorite music? List by artist if possible.

- 12.** What are their interests?

- 13.** What are their regrets in life?

- 14.** What are their biggest REAL fears?

- 15.** Who or what is their life nag?

- 16.** Who or what drives their guilt?

- 17.** What does your product REALLY solve?

- 18.** What visual symbols or metaphors best represent you and/or your business?

Your Customers' Nightmares & Their Minds

To build a powerful emotional connection and rapport with your prospective customer, it's important to understand what is happening inside their private "fantasy" worlds. By discovering and then considering what their "Nightmare" scenario is, and what their "Miracle" scenario is, you begin to see how to connect what you offer to what they want to avoid and what they want to achieve.

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1. What is their "nightmare" scenario? What is the situation that they fear on a deep, irrational level, that they would do almost anything to avoid? Can you describe it as if you were your prospective customer, in their words, from their perspective?

2. What is their "miracle" scenario? What is the fantasy situation that they would consider miraculous, and do almost anything to achieve? Can you describe it as if you were your prospective customer, in their words, from their perspective?

Targeting High “Emotional Value” Words & Phrases

The difference in "emotional value" between two words or two phrases is vast. Most people have no idea just how different these values can be. A €5 note and a €100 note are printed on the same paper with the same ink. It's the message printed on the bill that makes all the difference. By learning to differentiate the emotional values and "motivation" values of words and phrases, you can dramatically increase your response and conversion in the marketing world.

1. List the strongest "emotional hot button" words and phrases from the previous exercises. (List at least 10.)

2. Next, value each word or phrase above on a subjective scale (in other words, take your best guess) for the "Emotional Hot Button Value" of each word and phrase. Make the scale from 1-100—with 1 being very low emotional value and 100 being the highest emotional value. Just write a number next to each word or phrase, based on your guess. Notice the wide variation in values. As you use these different words and phrases in the future, think of them like money. You can use the ones that are worth €5 or you can use the ones that are worth €100!