

9 Questions Your Sales Message Must Answer

1. **Is this of personal interest to me?** Convey to your prospect immediately in your headline that this message directly and specifically concerns them.
2. **Why should I pay attention to this right now?** SELL your prospect into reading or consuming your sales message right now or the window of opportunity will close.
3. **Is this exactly the solution that I need?** Address why this offer is exactly the solution your prospects needs.
4. **What is exactly new, unique, exciting, easy, predictable and huge about this?** Explain what is new, unique, exciting, easy, predictable and huge about the opportunity your offer enables.
5. **What undeniable proof do you have?** SHOW your undeniable proof and prove to your prospect that your product or service will actually do what you'll say it will do!
6. **How does this work?** Supply logical facts of how what you're actually selling works
7. **What are other people saying about it?** Show what other people are saying about your offer...using testimonials, video, written, text and Facebook messages.
8. **What guarantee is there that this will work for me?** Provide a powerful guarantee that reduces the risk of your prospect doing business with you. The stronger your guarantee, the better.

9. What do you want me to do next? Whatever it is you want your prospect to do, be extremely detailed and explicit and make it as easy as possible for them to do it.

BONUS Question: Why should I do it right now? You must give your prospect a reason to buy right now. That reason needs to be simple, believable and logical and you need to explain the consequences of not taking action right now.