* What is the title of this webinar?

(Ex: copywriting genius etc )

[5]

* What does your readers really want to achieve (Main goal)?

“Ex: write highly converting sales copies that pull in crazy cash system)

[1]

* What is the prospect’s big struggle?

(Ex: sales copies that pull in sales )

[2]

* What is your prospect’s main objection?

(Ex: sucks at writing)

[84]

* What is the usual struggle your prospect faces?

(Ex: telling intriguing and captivating stories )

[3]

* What are few other struggles your prospect faces?

(Ex: wasting a lot of money hiring a professional )

[4]

* What is your Secret name (fancy name)?

(Ex: The AIDA formula or any coined name you discovered )

[6]

* What is the benefit?

(Ex: having to financial freedom )

[7]

* What are the number of tips or strategies or keys to achieve desired goal?

(Ex: 3, 4 , 2 etc )

[8]

* What is the biggest or key benefit you prospect wished to achieve?

(Ex: earn a lot of bucks from writing sales copies )

[9]

* What is the surprising benefit of your webinar to your prospect?

(Ex: having to waste time on the screen not knowing what to write )

[10]

* What is that common obstacle stopping your prospect from achieving this surprising benefit?

(Ex: time, money etc )

[11]

* What are the hard time your prospect faces?

(Ex: having to go through uncomfortable/hard/ painful journey writing copies that convert )

[12]

* What are in your talent that could help your ideal client in some ways?

(Ex: closing sales in print etc )

[13]

* What are the common challenges your prospect faces?

(Ex: writing highly converting copies that generate massive sales

[14]

* What are your prospect weakness ?

(Ex: self confidence when it comes to writing)

[15]

* Who are your competitor’s?

(Ex: write down your competitors etc)

[16]

* What is your prospect’s key value?

(Ex: storytelling etc )

[17]

* What are the problems your prospect encounteres when trying to deliver value?

(Ex: lost when it comes to writing a good, interesting and relative story, etc)

[18]

* What is that unexpected problem your prospect never expected to hear from achieving big result ?

(Ex: Is expecting to write compelling copies )

[19]

Who are your target audience?

(Ex: internet marketers, copywriters etc )

[20]

What is that secret successful people are doing that your prospect are failing to do in that precise niche?

(Ex: studying a lot of highly converting copies etc )

[85]

What is that awesome things you feel your prospect deserves?

(Ex: better life, better earnings, higher conversion etc)

[21]

How long have you been in this game(your experience level)?

(Ex: 8 years, 8 month, 8 weeks etc )

[22]

* Give a brief discussion on how you started )?

“Ex: personally, I started my journey with no experience. I sucked in writing persuasive copies)

[23]

* What are the stresses, conflict, and challenges you faced before becoming a better person at what you do?

“Ex: people use to call me dumb because I suck at writing, my grammatical structuring was extremely bad)

[24]

* What happened when you hit your rock bottom?

“Ex: I was almost giving up because I didn’t have what it takes to succeed like other gurus who have already made a fortune out of it )

[25]

* What is that important step you took before attaining your current position?

“Ex: removed every obstacles stopping me from achiving my goals)

[26]

* What was your major break point solutions?

“Ex: courses, masterclasses etc)

[27]

* What is that awesome achievement?

“Ex: I began writing better copies)

[28]

* What also changed and improved ?

“Ex: I began charging client 6-7 figures)

[29]

* What is that easy solution you discovered?

“Ex: *tell them that solution you discovered that changed your life completely*)

[30]

What is the only pathway to lasting success?

“Ex: learn directly from people who have better experience

[90]

* What is that thing your prospect should stop doing?

“Ex: wasting your time figuring it out yourself

[31]

* What is that thing your prospect should start doing?

“Ex: learn from an expert who has gone through a lot worse and are now achieving that biggest result in the industry

[32]

* Who are your ideal client?

“Ex companies, business startups etc)

[33]

* What is the name of your technique, system, strategy or method?

“Ex: *KSWS Secret writing system*)

[34]

* What is the time frame your prospect should expect in order to achieve his/her desired goal ?

“Ex: *X days, X weeks, Xmonth etc*)

[35]

* What is the Key 1 Strategy?

“Ex: *X strategy*)

[36]

* Describe the Key 1 Strategy

“Ex: *it is a strategy that helps to \*\*\*\*\**)

[37]

* What was the ‘a-ha’ moment when you first started with Key 1 Strategy?

“Ex: *very stress free*)

[38]

* What is the Benefit of Key 1 strategy?

“Ex: *KSWS Secret writing system*)

[39]

* What is the Key 2 Strategy?

“Ex: *X strategy*)

[40]

* Describe the Key 2 Strategy

“Ex: *it is a strategy that helps to \*\*\*\*\**)

[41]

* What was the ‘a-ha’ moment when you first started with Key 1 Strategy?

“Ex: *very stress free*)

[42]

* What is the Benefit of Key 2 strategy?

“Ex: *KSWS Secret writing system*)

[43]

* What is the Key 3 Strategy?

“Ex: *X strategy*)

[44]

* Describe the Key 3 Strategy

“Ex: *it is a strategy that helps to \*\*\*\*\**)

[45]

* What was the ‘a-ha’ moment when you first started with Key 1 Strategy?

“Ex: *very stress free*)

[46]

* What is the Benefit of Key 3 strategy?

“Ex: *KSWS Secret writing system*)

[47]

* What is the Key 4 Strategy?

“Ex: *X strategy*)

[48]

* Describe the Key 4 Strategy

“Ex: *it is a strategy that helps to \*\*\*\*\**)

[49]

* What was the ‘a-ha’ moment when you first started with Key 1 Strategy?

“Ex: *very stress free*)

[50]

* What is the Benefit of Key 4 strategy?

“Ex: *KSWS Secret writing system*)

[51]

* What is your prospect challenge or desire?

**Challenge or desire 1**

“Ex: *want to write highly converting copies but you don’t have the time*)

[52]

**Challenge or desire 2**

“Ex: *want to make money from your writing skills but you lack customer*)

[53]

**Challenge or desire 3**

“Ex: *want to earn 6 – 7 figure every month but don’t know how to go about it*)

[54]

* What have you been demonstrating to your prospect?

“Ex: *tactics, strategies, steps, tips, etc*)

[55]

* What is the name of your product/offer?

(Ex: Killer-Sales-Writing-System (KSWS) etc)

[56]

* What is the Unique Selling Proposition (USP) of your product?

(Ex: it helps xxx group of people do yyy benefits than zzz even if ttt)

[57]

* What are the Product Features and Benefit?
  + ***Product Feature(#1)***

(Ex: Over 200 powerful template in its engine

[58]

* ***Feature #1 Value***

(Ex: Worth $35

[59]

* ***Benefit of (feature #1)***

(Ex: you be able to write any type of copy fast

[60]

* ***Product Feature(#2)***

(Ex: Autoresponder integration

[61]

* ***Feature #2 Value***

(Ex: Worth $35

[62]

* ***Benefit of (feature #2)***

(Ex: be able to send out copies automatically without copying and pasting

[63]

* ***Product Feature(#3)***

(Ex: A rewrite button

[64]

* ***Feature #3 Value***

(Ex: Worth $35

[65]

* ***Benefit of (feature #3)***

(Ex: you be able to get a fresh version of any copies it wrote for you with just a click

[66]

* ***Product Feature(#4)***

(Ex: A rewrite button

[67]

* ***Feature #4 Value***

(Ex: Worth $35

[68]

* ***Benefit of (feature #4)***

(Ex: fresh version of any copies it wrote for you with just a click

[69]

* How does your product work?

(TIP: lay out steps on how your product works

* **Step 1**

[70]

* **Step 2**

[71]

* What are the Bonuses you are giving out to your prospect***?***

***What is the Title of Bonus #1***

[72]

***How much does Bonus #1 worth?***

[73]

***Why Bonus #1 makes the main product better***

[74]

***What is the Title of Bonus #2***

[75]

***How much does Bonus #2 worth?***

[76]

***Why Bonus #2 makes the main product better***

[77]

* What are the total number of the awesome bonuses?

(Ex: 3 , 5, etc)

[78]

* What are the Other Solutions and your prospect depend on aside using your product and its price?

(Ex: Hiring a professional copywriter which can cost more than $300)

[79]

* What are past customers saying after using your product?

**Testimonial #1**

[80]

**Testimonial #2**

[81]

**Testimonial #3**

[82]

**Testimonial #3**

[93]

**Testimonial #3**

[94]

* What is the price of the product (including product bonuses)?

(Ex: $X)

[83]

* What is prospect’s big dream?

"Ex: live a financial free life etc)

[86]

What is the awesome features and benefit of your product?

* **Awesome features #1**

[87]

* **Awesome Benefit #1**

[88]

* **Awesome features #2**

[89]

* **Awesome Benefit #2**

[90]

* **Awesome feature #3**

[91]

* **Awesome Benefit #3**

[92]

* What is the expiring date/time of your Product Offer?

(Ex: dd;hh;mm)

[93]

* After the expiring date, what do your prospect stand to lose if action is not taken?

(Ex: their will be rapid increment and might lose all the free bonuses for good)

[94]