

My “Magic Question” for Discovering What Clients REALLY Want

I wanna tell you about a magic question that I discovered a few years ago when I was working on a public relations piece for one of my clients.

Now, there's a lot of great questions that you can ask clients to unearth amazing information that will help you write great high-converting copy, and copy that they love.

But there's one question, in particular, that really works wonders, and I wanna share it with you now. The question goes like this:

You say to a client, “Hey, Mr. Client, imagine this project was a complete success, and then imagine you were discussing it with your business partner or your spouse, in private, afterwards, and I was overhearing that conversation. What would I hear you say?”

And the reason this is a magic question is because it reveals things that you would not reveal otherwise.

Now, I'll tell you a story about that public relations project that I was working on, and how this unfolded.

I was asking the client lots of questions about the piece that I was gonna be writing, and they were giving me lots of what I call “factual answers”, right.

They were saying, “Oh, we need to include this information, we need to include that information.”

But I was trying to get to the heart of, “Okay, I get that you want me to include all these things, but what is the overarching theme that would make this a success?”

And when a client is talking to you, they will usually not volunteer that information because they haven’t thought about it in those terms, right. All they’re thinking about are, what pieces of information do we need to include. They’re looking at the minutiae.

So it’s kind of like, for example, going shopping for groceries. You’re thinking of it in terms of, “Oh, I need some hamburger. Oh, I need some peppers. Oh, I need some chicken.”

But, if somebody was watching you, they would not understand that you are shopping for a barbecue.

So, if you said to them, “Hey, what would make this shopping trip a success?” they would say, “Oh, if I got my chicken, oh, if I got my hamburger.”

But, if you flip it around and you say, “Wait a minute, what would make this a success in terms of if I overheard you talking with your spouse tomorrow?” they would say, “Oh, we had a great barbecue.”

Right? So, this is a totally different mindset.

Now, I said this to the client, right, I said, “Hey, let’s look at this a totally different way. Imagine if I overheard you talking about why

this was a success to someone else tomorrow.”

And she said, “You know what, Danny? I would say that this was a success if we got the message out to people that what we’re doing is a viable business opportunity for the listeners.”

And then, boom, it just immediately became clear for me, right.

So, yes, I still asked all the other questions that you’re gonna find in this module, and we still got a good understanding of the individual pieces, the individual ingredients that needed to go into this piece.

But I also came away with this big-picture understanding. And every single thing that I wrote for them, I was able to look at that through the lens of, “Hey, does this message convey that this is a viable business opportunity for people who are going to be reading it?”

And the project was an amazing success. So, be sure to include that magic question every single time, and you will do amazing work.