

# COPYWRITING WORKSHEET

## THE SIX QUESTIONS TO ASK TO REACH YOUR TARGET MARKET

1

Who is my customer (age, beliefs, gender, etc.)?

2

What are their hopes and dreams?

3

What are their victories and failures when it comes to trying to solve their #1 pain point?

4

What is the market already using? (list out)

5

What does the market like about existing solutions?

6

What does the market dislike about existing solutions?

## HOW-TO GUIDE OF COPYWRITING

1

Identify need/want in a target market by using research questions about hopes, dreams, and fears and reviewing forums for the answers.

2

Go to forums to identify words used to describe wins and losses for that need/want (i.e. gut health).

3

Go to Amazon or other review sites to identify likes/dislikes of competitor products.

4

Use what you learn to communicate with your audience on a deeper level. Repeat back to your target market the same words and themes in your ads, website, blog, social media, videos, and email marketing.