



# E-MoneyMarketing

*Online and General Marketing Strategies*

**Copywriter Alert:**

**15 Quick-Start Questions  
For Persuasive Sales  
Letter Writing**



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Copywriting is one of the most critical skills you have to arm yourself with if you want to sell online.

It's [Persuasion in Print](#).



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To Write Good Copy Takes Practice.

But Often, Most People Do Not Know  
How To Get Started...



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They Sit Down In Front Of The  
Computer...Looking At The Blank  
Screen...And Don't Know What The  
Heck To Write...

Have You Ever  
**Faced Such A Situation Before?**



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I Know I Did.  
And That Feeling Sucks!!

But You Don't Have To Get Stuck  
Yourself Just Because I Did...



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So The Purpose Of This Short Video Is  
To Quickly Get You Started On The  
Foundation.

The Meat For Your Copy...



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It's an Exercise Containing A Series of Questions To Ask Yourself.

And Then You Will Have To Write Down The Answers To These Questions.

You Answers Need To Be As Detailed And Specific As Possible.



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This Questionnaire is Designed To  
Get Your Idea Juices Flowing...And  
The Basis Formed...Towards A  
**Magnetic...Attention Sucking**  
Sales Letter



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Before We Get Started. You Have To Prepare 2 Things.

1. A Good Pen
2. A Note Pad

That's It. If You Are Ready, Let's Go!



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# Question Set No.1

Who Are They? How Old Are  
They? Where Do They Stay?  
What Do They Do?

What Are Important To Them?



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## Question Set No.2

What Are Your Prospects Greatest  
Wants And Desires?



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# Question Set No.3

What Are Their Fears And Frustrations?



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## Question Set No.4

How Will You Show Them You  
Empathize With Them...And You  
Care About Them?



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## Question Set No.5

Do You Have A Story You Can Tell  
That Will Relate To Your  
Prospect?



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# Question Set No.6

What's In It For Them?

What Is Your Solution To Their  
Problems?



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## **Question Set No.7**

**What Are The Feature Of Your  
Product? And The  
Corresponding Benefits?**



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## Question Set No.8

If You Have To Choose A Stand  
Out Benefit Among All The  
Rest...What Will It Be?

\*Useful for Headline\*



## Question Set No.9

Do You Have Any Proof To Back  
Up Your Solution?

(e.g. Testimonials, Case Studies,  
Endorsement From Authorities  
etc)



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## Question Set No.10

Can You Describe The Pain Of  
Losing Out If They Don't Get  
Your Product/Service?



# Question Set No.11

Can You Quantify The Value Of  
Your Product Or Service?

How? And Why?



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## Question Set No.12

How Much Of A Bargain The  
Selling Price Is As Compared To  
The Value Your Prospect Will  
Receive?



## Question Set No.13

How Can You Take The Risk  
Away From Your Prospect If  
They Buy?



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## Question Set No.14

Do You Have Any Guarantees,  
Bonuses or Special Promotional  
Offers?



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## Question Set No.15

What Will The Prospect Lose Out  
On If They Don't Act NOW?



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**That's It!**

**Write Them All Down. Again – Be  
As Specific & Detailed As  
Possible.**



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# Congratulations!

You Now Have The Essential Juicy  
Meat For A Potentially  
Persuasive Sales Copy.



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Notice I Say Potential?  
Because You Still Have To Piece  
Them All Together In A  
**Flowing & Interesting Manner.**

**Emotions! Scarcity!**



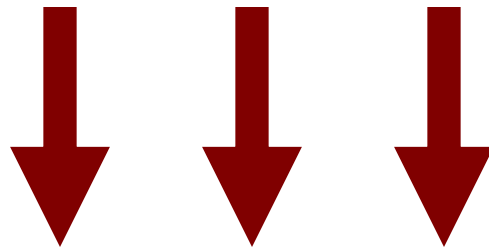
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**GET CRACKING  
NOW!!!!!!**

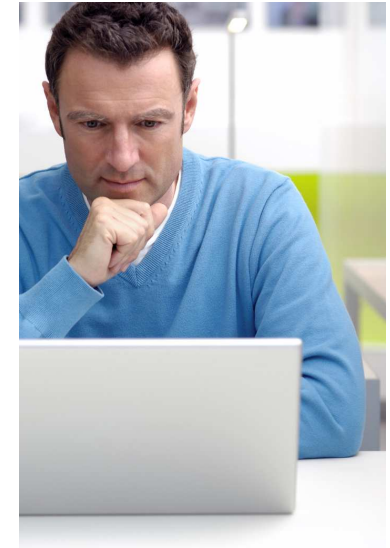


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