

# The 43 Marketing Questions

In 2003 after a Doctor in Vegas asked me to help with their marketing, I started documenting what marketing questions will produce the best marketing results.

With time these questions have changed.

They changed after doing marketing for several people while we were living in Las Vegas. The questions improved after earning a bachelor in Public Relations and Marketing, and they change again after earning an MBA. Today this list has 43 proven marketing questions.

Read and answer the questions below.

1. What are you selling?

2. Can you show me what can be done with your product?

3. Which group of people are you selling to, and what's in it for them?

4. Tell me the story of how you are selling what you are selling right now?

5. In summary, what they get when they buy your product?

6. What will happen if they don't have your product?

7. Where are your video testimonials?

"If a picture is worth 1,000 words, a video is worth 1,000 pictures."

8. What are the different uses of the product?

9. What do you include with the product purchase?

10. How can you justify the price of your product?

11. What are some of the frequently asked questions?

12. What industry statistics that we can share?

13. What case studies that we can share?

14. What pricing options do you offer?

15. How do you guarantee customer satisfaction?

16. How much better life will be after they paid for the product?

17. What are some of the objections people give you?

18. How do you want people to contact you online?

19. How do you want people to pay online?

20. What contact information do you want to share online?

21. What about you, related to what you are doing right now, can we share online?

22. What do you offer that competitors don't?

23. What drives you crazy about your industry?

24. What part of your industry do you want to see changed?

25. What you stand for?

26. What you stand against?

27. What is your magic power? What is your superhero identity?

"[Your name] is known as the most sought after [insert magic power or superhero identity] in the marketplace."

28. People are going to assign a label to you the second they see your stuff; then logically, it makes sense that we can influence in advance what label we want them to assign. In other words, What can we do to help them draw a conclusion about me that I want before they ever consume any of your content before they ever consider buying anything from you?

**"Bad marketing shares random information. Good marketing helps customers remember what you do"**

29. What can you give people in exchange for their email address?

30. How what you offer will make their lives better, and why they need to buy it?

31. What results do you want to give them?

32. What makes you unique?

33. What is the problem of not doing business with you?

34. Why do you care?

35. How are you competent to solve their problem?

36. What steps can someone take to go from unhappy, where they are not getting the results they want, and getting the results?

37. Paint a bright future for your clients.

38. How have you motivated people in the past to try your product?

39. Show me the 3 or 4 step plan that provides a path for your customers to buy your product.

40. What educational videos can we show that help solves a prospect's specific needs?

41. What are a few fun, creative videos that engage your target audience?

42. How can you prove that your brand is an expert in the industry?

43. Does your company have an important mission that your audience cares about?

The question above I ask every client during our \$800 marketing sessions because they help produce the best content marketing ideas and strategic approaches.

If you don't get it them, send a message or schedule a video call 

<https://calendly.com/angelfanderson/video-meeting> you don't have to pay right now, just click here to schedule a video zoom call.