



Writing that Sells Technology
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Sample Questions

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1. Who is your target customer?
2. What needs do you fill for this customer -- with what offerings?
3. What are the customers' pain points?
4. How would customers fill these needs without you?
5. Who are your key competitors?
6. What are your advantages versus competitors?
7. What's different about your product in terms of features that makes these advantages possible?
8. What counter claims would competitors make against you? Your response?
9. What is special about the particular market segment you are targeting (needs, beliefs, technical sophistication, behaviors, etc.)?
10. Do your target customers already realize they have the need that you fill, or do you need to educate them?
11. What are your key underlying innovations and why are they important?
12. Does your product just do things more efficiently (versus "the old way") or does it do different things?
13. What are the backgrounds of your key people and how to those backgrounds relate to your success?
14. What are some proof points you can cite to support your claims about your product advantages?
15. Can you cite some real-world cases of how your product is helping customers in ways you would promote?