



Things I will Need to Begin Your Direct Sales or Advertising Project

(I recommend that you print this sheet and use it as a checklist to gather materials for our project.)

Previously published material on the product or service.

For an existing product or existing direct mail promotion, please provide such things as:

- Data Card
- Current Control
- Survey Results
- Customer Letters
- Previous ads
- Brochures
- Catalogs
- Press releases
- Technical papers
- Audio-visual scripts
- Samples of competitors' ads and literature

For a new product, you might provide such things as:

- Internal memos or reports
- Product specifications or technical information
- Engineering drawings
- Business and marketing plans



Interviews

Who should be interviewed?

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Questions to be considered for the interview:

What is your **objective** for the copy project?

- To generate inquiries
- To generate sales
- To transmit product information
- To build brand recognition and preference
- To build company image



Questions about the product or service:

What are its features and benefits? (list as many as you can think of)

Which benefit is the most important?

How is the product or service different from or better than your competitors'? (Any exclusive features?)

If it isn't different, what benefits can be stressed that haven't been stressed by your competitors?

What problems does the product or service solve in the marketplace?



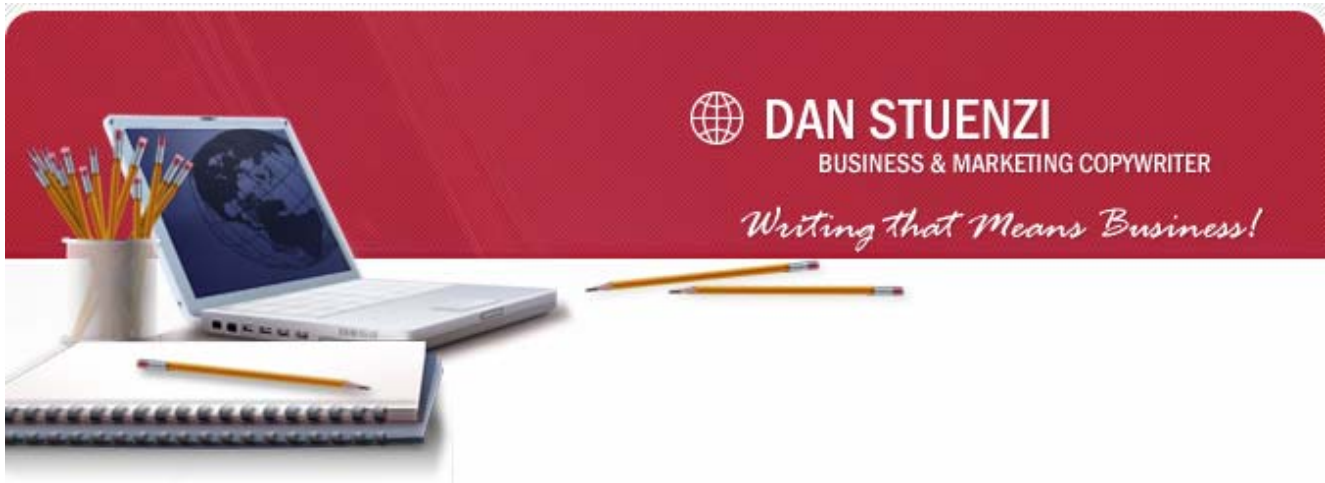
How is your company positioned in the marketplace?

How is your product or service positioned in the marketplace?

If a product:

- How does it work?
- Discuss reliability
- Discuss efficiencies
- Discuss economics
- Choices in materials, size, models?
- Discuss delivery
- Discuss warranties and service

Who has purchased your product or service and what do they say about it?



Questions about the audience:

- Who is your target for this product or service?
- What is the customer's first concern? (Price, quality, delivery, performance, reliability, service maintenance, etc.)
- What is the customer's second concern?
- What motivates the buyer of your product or service?
- If you're using magazine advertising or a mailing list, please provide full demographic information