

Lesson 4: Discover What Makes Your Prospect Tick

To convince your prospect to buy, first understand how your prospect thinks, feels and believes.

Watch this video and you'll know exactly how to find their hot buttons, fears, desires, and dreams, including...

- How to use the 6 W's to understand your prospect as deeply as possible.
- The questions that enable you to know your prospects better than they know themselves!
- 4 resources to gather more inside information on your prospect -- even the kind of things your prospect would never admit to.
- How to use a deeper understanding of your prospect to rocket your copywriting to the next level. Nothing will get you there faster.

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5 W's:

- Who
- What
- Where
- When
- Why
- *How

Social Media

Amazon

Book store

Google

Lesson 4: Discover What Makes Your Prospect Tick Exercises

1. Answer the 5 W's (who, what, where, when, why, how) to create a single-page profile of your prospect.

Who:

What:

Where:

When:

Why:

How:

2. Schedule a face-to-face or Skype or phone meeting with a prospect. Pay attention to the problems they describe and how they describe them. Use your new insights to add to the profile.
3. Read a topical forum dedicated to the problem your sales letter promises to solve. Note your prospects' concerns and terminology, and incorporate them into the profile.