Navigating the Storm – Messaging Guidance Questions

This is a list of customer-centric questions you should answer as you create your new, revised messaging. Note that "products" spans both products and services. These questions are written from the perspective of the customer:

1. What will this thing do for our company?
2. What will this thing do for me personally?
3. How does this thing save me time or money or both?
4. How does this thing make my life easier?
5. How does this thing simplify my job?
6. How will this thing help me reach my own goals?
7. How does this thing differ from competitive products?
8. Why should I want this thing instead of what I'm currently using or buying?
9. What makes this thing so much better than my other options?
10. How do you prove that this thing will perform as advertised?
11. What reason can you give me for buying from you instead of a competitor?
12. What will you do in case things don't work out and planned?
13. Can you tell me in one short sentence why I should buy this from you?

This is a checklist of questions pertaining to the quality of your message:

1. Does each message speak only to a single benefit?
2. Is each benefit clearly specified?
3. Does each message speak first to benefits and second to features/functions?
4. Is each message formed at a 6th-grade reading level (optimum)?
5. Is each benefit both specific and numeric?
6. Does each message include superlatives to make comparison easier?
7. Does each message specify how you / your product is meaningful to the customer?
8. Does each message specify how the product is unique in the marketplace?

This is a list of questions pertaining to the use of your messaging:

1. Do all your communications convey the same messages?
    - Website
    - Collateral
    - Email
    - Social media
    - Conversation
2. Can your salespeople naturally and easily deliver the message in less than 20 seconds?
3. Can customers repeat any part of any of your messages?