

# Content Questions

Before You Can Tell Your Brand's Story  
Know Your Values & Content Strategy.



## **Telling your brands story with your content keeps your readers engaged, interested, and connected.**

Take your time and answer these questions honestly. I know you didn't think to write your copy or hire a writer to do it would require work.

I designed this guide to dive deep into who you are and why you do what you do. It's important to read through each question and answer from your heart, mind, and soul.

The answers to these questions are vital to understanding why you and your brand exists. So, take your time. No question has one correct answer. It is personal to you and your company's story, struggle, and upward climb.

This will help you better understand your personal and professional

- Goals and values.
- Your content marketing
- And purpose of your copy.

The questionnaire is you introducing yourself and brand to me. Introducing me to your brand passionately, spiritually, personally, at a cellular level.

This is but the first step of me gathering facts, data, research, hopes, dreams, and desires about your brand. So sit back and write from heart, mind, and soul.

Thanks & have a great day.

*Johnny*

## *Let's start with you*

The reason you are answering this is for me to understand you and your brand. The purpose is for me to know who you are deep down inside.

Consumers and other business want to **know, like, and trust** your brand. They want to feel connected.

So your thinking- "Hmm, my webpage must be about my audience and not me." So why a questionnaire about me and not my audience.

And you're right. But to serve your audience better, we need to examine your business and why you do what you do. When you omit yourself from a webpage, you omit your actual value and passion.

Build your brand on personal excellence, transparency, values, and purpose create d in the community.

You want your copy to build community around your brand. Positioning you as the best to serve your audience.

Your brand is your true essence. Answering these questions will help you to find that essence. Taking the time will help you tell your brand's story

For you to paint the real story of your brand, you have to know your real self intimately.

Are you ready to begin the quest and learn more about you?

**1. What are your passions in life? Personally and professionally-what makes you want to get up and go?**

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**2. Who gives you direction? Who are the business professionals, industry leaders, friends, family members that give you strength, support and confidence to follow your passions? And why?**

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**3. What do you value most in life personally and professionally?**

**List and define your core values. How do these apply to your business?**

**Please write a value statement for each value.**

**Follow this template.**

**[business name] [value] so [target consumer] can achieve [purpose of value]**

**V 1:** \_\_\_\_\_

Definition:

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Application:

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Value Statement:

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**V2:** \_\_\_\_\_

Definition:

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Application:

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Value Statement:

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**V 3:** \_\_\_\_\_

Definition:

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Application:

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Value Statement:

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**V 4:** \_\_\_\_\_

Definition:

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Application:

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**V 3 (cont'd)**

Value Statement:

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**V5:** \_\_\_\_\_

Definition:

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Application:

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Value Statement:

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**5. What would be the one idea, concept, reason behind your business? In other words, why you do what you do?**

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Before answering this statement, I suggest you watch Simon Sinek's Ted Talk about finding your [WHY](#).

## **Your Business:**

**6. Please give me a brief history of your business and what you do?**

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**7. What is the one big promise your business offers your consumers.**

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**8. How long have you been in this industry?**

**Business age?** \_\_\_\_\_

**Years of experience?** \_\_\_\_\_

**Your experience in the industry?**

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**Other experience outside the industry?**

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**10. What are the different services/products you offer?**

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**How long have you been offering this service or product?**

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**11. Who is your competition?**

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**12. What do you like about their products or services?**

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**13 . What does your competition do differently?**

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*Benefits and Features*

Knowing the difference between features and benefits is vital to how well your audience will accept your product or service. You need to appeal to your audience desires, challenges, and needs.

Features are the components of your business' products or services. Features are the facts about your business or parts that make your products different.

In the chart on the next page, you'll list your features.

Knowing and driving your business through features alone isn't appealing to your audience's desires.

To write killer copy I want you to focus more on the benefits. Benefits are the reasons your customers choose your services or products.

Benefits are what the consumer will experience as a result of these features.

Because...

**"Benefits sell. Features tell."**

**"Customers buy benefits, not features."**

Some easy to stay focussed on benefits and the real-life solutions your product or service provides.

Benefits are the reason someone uses your service, and the feature is what allows the benefit to happen.

**13. What are the benefits of your business, product, or service?**

**What do your customer's get from your product—in particular, why do your customer's get emotional about your product or service?**

**In other words, rather than describe what your product does (i.e., its features), represents the values and life improvements your brand provides.**

**Benefits are the real-life problems your products solve**

**What needs does it meet? What dreams does it move your customer closer to?  
What nightmares does it keep at bay?**

B1 \_\_\_\_\_

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B2 \_\_\_\_\_

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B3 \_\_\_\_\_

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B4 \_\_\_\_\_

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B5 \_\_\_\_\_

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On the next page, create a features/benefit spreadsheet that ties each feature of your business to a specific benefit.

Describe as vividly and concretely as possible the “you” your customers will become if they use your product or service.

Common B2B SaaS features include- single sign-on, team integrations, ease of use, ability to use on all devices, customer service, product security, audit logs, integration with other products, etc.

Common B2C features are the parts, pieces, or devices that make your product or service desirable. What are you and your product made from.

In the first column list, your feature-remember features describe the product or service. In the second column the benefit of the feature to your customer. The benefit is the real world solution.

<b>Features</b>	<b>Benefits</b>

Are you still with me?

Great. Alright, one more section to go.

Let's move on to the project you're getting ready to write. The last section is to get a better understanding of your content marketing goals and strategy, (if you have one) And the project your starting.

# *Let's discuss your content*

## **14. What are your content marketing goals?**

### **Short term 6-months or less?**

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### **Long term goals?**

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**15. Do you have a content marketing strategy? If yes please describe?**

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**16. How does this particular piece of content your about to write fit into your strategy?**

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**17. What particular piece of content do you have in mind at this moment? (Web-page, landing page, brochure, white-paper, case-study, create and manage your blog, generate a series or email autoresponders, or start using social media marketing, etc.)**

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**18. What is your desired outcome for this piece of content?**

**To generate a lead, download a white-paper to help complete a sale, build a list, sell a membership, product, or service, or something entirely different?**

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**19. How will you measure, analyze, or quantify what is working for your content marketing and what is not?**

**What is your company using at this moment?**

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**20. What content marketing have you done in the past that you're proud of?**

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**What do you like about?**

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**In your opinion why did the copy work in these particular instances?**

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**21. What content marketing are you embarrassed of or really dislike?**

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**Why do you hate this piece(s) of content?**

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**In your opinion why didn't this copy work?**

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**22. Did you write the content on your web, landing, and sales pages?**

**Do you feel you are close to the product to explain it simply without clinical or technical jargon?**

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**23. How do your customers find information about your business online?**

**Website Url**

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**Will you use Social Media Marketing? What are your current social media profile links?**

**Linked In?**

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**Twitter?**

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**Facebook?**

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**Pinterest?**

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**Instagram?**

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**Other Platforms not listed?**

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**24. What types of content do you want to share more of to your audience?**

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**25. Do you have copies of old marketing materials, business cards, brochures, white-papers, case studies, pamphlets, banner ads, PPC campaigns, etc.**

**Please list relevant URLs for resources online. For hard copy materials, you can email a zip file to [johnny@johnmakohen.com](mailto:johnny@johnmakohen.com)**

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**26. Please add any comments and/or comments about your business and brand here.**

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Right on-you made it!

You've completed the questions.

It wasn't that bad, was it? We're, ready to move on.

Email the completed document to

[johnny@johnmakohen.com](mailto:johnny@johnmakohen.com)

After I've had a chance to review your answers we can schedule a brief in-person meeting, Zoom meeting or phone call to talk more about your concerns, desires, and challenges. Until then thank you for completing this document.

You now have a better understanding of your values, features vs. benefits, and content marketing.

Thank you.

*Johnny*

