



The Circuit Questionnaire

Latest Update: March 28, 2017

Notes

A great Circuit interview is the ideal foundation for any marketing campaign.

You should approach this critical first step with maximum clarity and energy, determined to discover the absolute truth about the present situation, and also to get a vision of what the world would look like if the business were to fulfil its maximum potential.

You do not need to follow the questionnaire in the order shown here. This is just the logical arrangement of the Circuit Elements. I often find I work through in the order: 1 (brand) > 2 (product/service) > 5 (market) > 4 (problem) > 3 (proposition), because the *proposition* is the keystone that connects us and what we do with the outside world (market).

In many cases, I'll suggest multiple possible ways of phrasing questions. Just use whatever feels right to you at the time.

No two Circuit Questionnaire interviews will ever be the same. You will certainly need to ask additional questions, and there are probably several questions that are either irrelevant or that don't need to be asked. What's most important is that you ask the questions that make sense to you and to your client, so that you're confident that you have understood the strength and alignment of each of the five main Circuit elements.

The questions themselves are in **bold face**. My comments are in normal weight.

1. You/Your Brand

This represents the brand or identity behind the offers. WHO is making the offer?

Ideally, we really want to work with brands that ARE unique... Not that just claim to have a Unique Selling Proposition, but genuinely one-of-a-kind, category-of-one businesses that stand out as unlike anything else on the market.

1.1. Why do you do what you do?



- This line is inspired by Simon Sinek’s book “Start With Why”, which argues that people don’t buy what you do, they buy why you do it. When your WHY aligns with your target tribe’s WHY, they’ll be irrationally motivated. Apple devotees are a great example. Apple IS “Think Different” and so are its tribal followers.
- You may ask, “**Beyond making a profit, for what purpose does this business exist?**”
- You may ask: **What are the peaks of clarity, purpose, and vision in your journey so far? What do they have in common?** (Refer to [Ben’s “Finding Your Why” blog post.](#))

1.2. You may, at this point, begin to explore what it would look like if we took the business’s mission or identity to its ultimate level...

This is extremely important, because it’s actually much easier to take a unique, magnificent, remarkable business to market than it is to market an ordinary, average one. So it can pay huge dividends to dig deep in two directions here: the business’s *natural* uniqueness; and then to push the boundaries on how you would like it to be — if you could choose exactly what you want to be to the world (which, of course, you can).

It is preferable to brand based on what we ARE, our identity, rather than anything comparative. For example, if our branding is based on being the fastest, and someone else comes along who’s faster, our branding becomes redundant. Much better to be able to say, “The only ... that...”

People want things they can believe in and that they can follow (see Seth Godin's "Purple Cow", or Marty Neumeier's "ZAG").

- **What is utterly unique about your business?**
 - **What can no competitor ever claim?**
 - **How could we complete the statement, "We are the only... that...?"**
 - **In what ways are you in a category of one?**
 - **Is there a particular phrase (like a tagline or claim) that you could OWN?**

- **What would your business look like if you could magnify your brand/identity to the highest degree imaginable?**

- **If you got \$10,000,000 of investment tomorrow, what would you do?**

- **If all the barriers that hold you back from achieving your highest vision or mission were suddenly removed, what would happen?**

1.3. Brand

- **What does your company/brand stand FOR?**

- This does not describe what you want to do, but rather what you believe in, or what you think should happen. What is your belief, passion, or vision for the future?

- **What does it stand AGAINST?**

- **Is there a Goliath to your David?**

- **In what ways could your brand be seen as contentious?**

- **...Disruptive?**

- **Who should be afraid of what you're doing?**

- **... or otherwise remarkable?**

- **Why will people want to talk about you?**

1.4. Your Origin Story

Human beings think and process in the realm of metaphor and story. If we can communicate a compelling story it bypasses prospects' in-built BS filters and speaks straight to their emotional minds.

- **Why did the business need to exist?**
- **How did it come about?** (i.e. What's your origin story?)
- **What events drove you to do what you've done?**

1.5. What's your global proposition?

- **What is the core promise that your business makes to every prospect, customer, or follower?**
- Your global proposition is **your brand's promise** that you make to everyone (clients, prospects, followers, tribe members). It should also be implicit in every commercial proposition you put out to the market.
- My global proposition might be, "I discover and share online marketing methods to help entrepreneurs achieve massive success"... That proposition would apply to web designers and marketers who take one of my courses, as well as to small or medium business owners who want to get more bang for their buck from online marketing. It would apply to future books, courses, interviews, speaking engagements, or even to future investments in companies.
- Or the global proposition for Partners in Pregnancy is "You Deserve Your Birth Your Way". That beautifully sums up the brand's beliefs, its stand, as well as its promise. The same global proposition could be perfectly expressed in real-world courses, or online products.

(Global Proposition)

1.6. What is it that we're offering people to follow? (A tribe, brand, movement..?)

1.7. What are your strengths?

1.8. What are your weaknesses (or perceived weaknesses)?

1.9. Compromise

- **List any ways in which you compromise or dilute your position, mission, or message today.**

- **How would everything look without those compromises?**

1.10. Authority

- **What signs of brand authority can we point to?**
 - **Books, publications, testimonials, speaking engagements, memberships, awards, talks, etc.?**

- **What trustmarks can we use?**
 - **Any third-party validation that can be independently verified?**
 - **e.g. Qualifications, degrees, first to..., creator of..., most ..., or “the ...-est”?**
 - **Are there any memberships or affiliations that could help people to know they can trust you?**

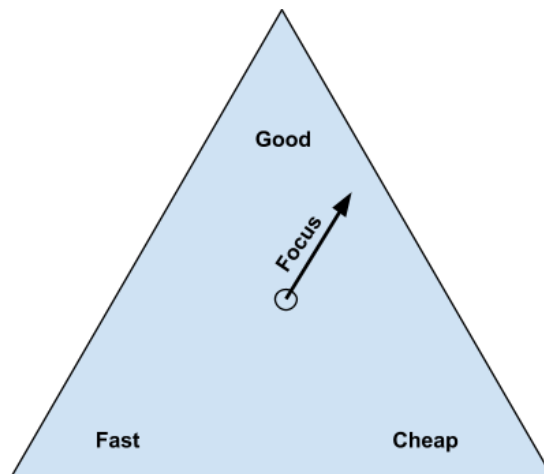
1.11. Relationships (partners or potential partners)

- **What partnerships do you already have that we could use to further your cause?**

- **Who would be your natural allies?**

1.12. Value Triangle (for the brand)

- This may not be applicable to every business. This is a way to visualise and to communicate the inherent compromise between speed, quality, and cost that every business faces. Economic forces say it is practically impossible to deliver the top quality at the lowest cost in the least time. (Customers' preferences will also have a leaning on the same three factors, so we should be looking for a natural fit between what customers want and what our propositions offer.)



Example of a Value Triangle, (for a brand that offers a decent quality at affordable prices, but not quickly, which might be an example of a folk or artisan manufacturer.)

- **What balance of speed, quality, and price does your brand offer?**
- **For example, the McDonald’s brand promises fast, cheap food that is not high quality. Other burger restaurants offer the opposite: very high quality products at higher prices that you have to wait for. The market can support many variations.**
- “Fast” may also be interchanged with “convenient” (i.e. saving the customer time).

1.13. What is your goal for this campaign?

- **How will we know we have achieved it? What measure will we use?**
- **Is there a time limit?** (Note: If you don’t have a time limit, you have an excuse.)

1.14. What is your brand name?

- **Does it tell people clearly what you offer?**
- **Will it give your prospects an appropriate expectation?**
- **Will the brand identity stretch so that it will still be true in several years’ time?**

1.15. What gives you your unique perspective?

- **Why are you in a special position to see what's wrong out there, or how to fix it?**
- Being able to share the story of why your unique experiences or skills or background gives you a special insight into what your target market needs could help them to trust you and be drawn to you.

2. Products & Services

i.e. what you deliver. A product or service may be packaged or bundled in multiple ways. For example, an hour of consulting may be called many things. So this section focuses on what you actually *deliver*, which is subtly different to what you *sell*.

2.1. Do you deliver products, services, or a combination of both?

- May be obvious. Very often, even if something seems like a product only, there is often a service element to the sale (e.g. helping the customer choose the right product, delivery features, or other services like training.)

2.2. What's the format of the product/service?

- e.g. Physical product, video, telephone service, ebook, in-home... Usually obvious, but may be worth checking.

2.3. Unique?

- What makes your product/service unique?

- **Who else is offering the same, or similar, to the same market?**

- Find out more information. e.g. Are they selling online? How does their product/service compare to yours?
- If product is totally new or unique, this may mean the market is effectively Step Zero? (At least, there is no Step Three or above.)

2.4. Story (origin story)

- **How did the product/service come about?**
- **What did you notice that showed there was a need for this?**
- **Tell me about how you developed it.**

2.5. Do you LOVE making this product/providing this service?

- **Why?**
- I use a model called the “Golden Triangle” which I find helpful. Imagine three overlapping circles, which represent “Stuff I love”, “Stuff I’m great at” and “Stuff there’s money in / there’s a demand for”. Your Golden Triangle is space that’s within ALL those 3 circles.

2.6. Are you GREAT at making this product/providing this service?

- Why?

2.7. Features

- What is it about this product/service that makes it special?

- What will this give people that other products / services can't?

2.8. Price/Profitable

- How much does it cost you to make the product / provide the service?

- **How big are profit margins?**

- This is often obvious. For example, most digital information products practically have a zero cost of sale. But it's often worth asking.

- **What other ways might there be of providing this product / service at different price points to suit different types of customers? Let's get creative!**

- [See Ben's "Offer Stacking Strategy" video.](#)

2.9. Is this a new offering in the market, or has it (or similar) been available before?

- A brand new offering might be eligible for a product launch.

2.10. Do products or lines change frequently?

- This can inform campaign design decisions later. For example, a butcher's shop, a comic book retailer, or a fashion outlet may have products that are only briefly available, which might mean that email broadcasts or Facebook pages would make sense.

2.11. Are products/services always available, or does availability change over time?

- (Similar to the previous question.)
 - A hair salon, for example, may have a cancellation and might then put an offer on a Facebook page, e.g. “First to call gets a consultation with Diane at 2.30pm this afternoon - 50% OFF!”
 - Or a restaurant may use social media or email to warn that “Bookings for the Valentine’s banquet are nearly full, so book today to avoid disappointment.”

2.12. Do you sell one-off products/services or can you sell lots of the same thing?

- For example, an artist may sell an original painting, or a limited run of 200 prints. That will have a significant impact on how the product should be sold.
- Most services are one-offs, in the sense that an hour with a stylist is unique. However, there are sometimes opportunities to be found. For example, if you sell a day’s training, that training could also be packaged as a digital product and sold as an alternative to the service.
- (If a service) **Is there any way we could make this service into a product to sell to more people?**

2.13. What trustmarks can we use?

- For example, you may pick up on something your client takes for granted, e.g. “The only widget that’s rated AAA for reliability.”

2.14. Does your business naturally have quiet times of the week/year?

- If so, consider group buying deals, with constraints that require people to redeem during your quiet periods, helping to maintain turnover.

2.15. What DON'T you do?

- Are there things that people might expect you to provide, which it’s important they understand you don’t offer?

2.16. Frequency or pattern of use

- Will your product or service be used once, daily, weekly, monthly, ad hoc?

3. Proposition

i.e. what you *sell*. This is not the same as what you *deliver*. For example, your service may be, “Consulting by the hour” but that could be *sold* in many ways, such as “I’ll show you where your website is leaking money,” or “Branding and messaging review offer”.

3.1. Is our proposition offering to fix a problem, prevent a problem, or is it an opportunity to gain?

3.2. Unique?

- How is this offering radically different to the rest of the market?
 - Is there clear, blue water between this and anything else out there? How?

- Tip: If the product or service itself does not have features or pricing that make it unique, you might consider the *additional services* (such as the way a product is sold, or the customer support) as a differentiator.

3.3. Promise

- How can this uniquely solve the customer’s problem?

■ **What is the promised outcome?**

■ Consider what the outcome would look like, if you showed it to someone (perhaps on video)?

■ **List all the reasons why the customer WILL get the promised outcome?**

■ **Does the offer automate, simplify, or scale?**

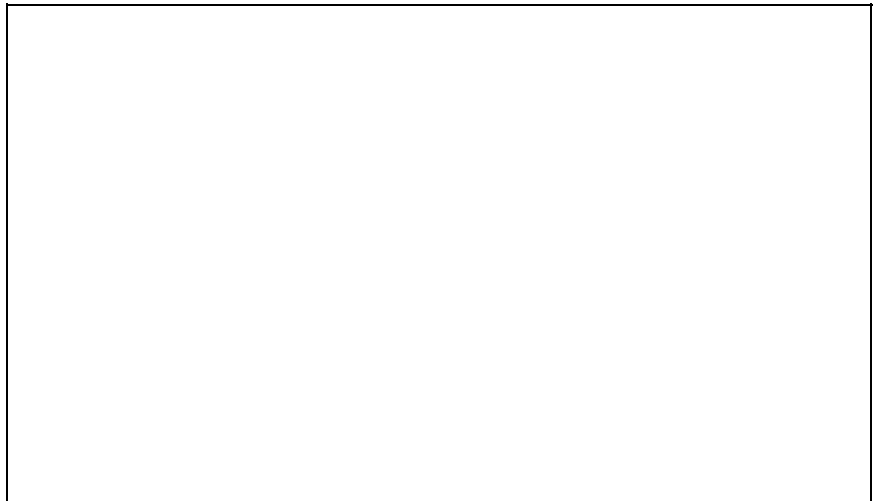
- This is a handy way of drilling down to the ultimate benefit of a product. Does it make something happen with less work (automate), make something easier (simplify), or get more output for no more effort (scale)?

■ **Does the name or title of the offering communicate its unique promise?**

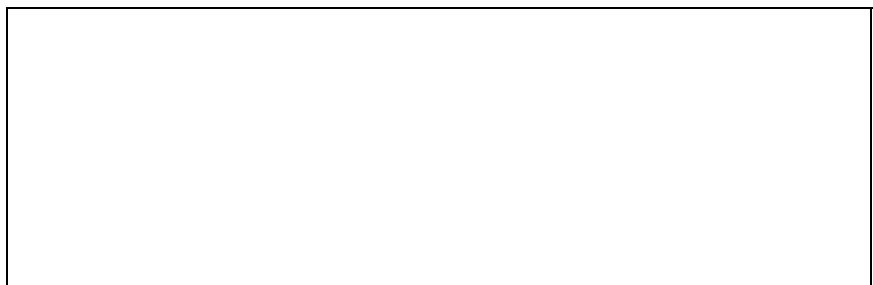
- It's a bonus if we can name (or otherwise brand) the offering so that it "does exactly what it says on the tin."

3.4. Benefits

- **List all the benefits to the customer that this delivers.**
 - Tip: If too vague, drill down to ultimate benefits using “which means that...” method, e.g. “It saves you time” >> “Which means that..?” >> “You have more time to...” (and so on, until you get to the really core benefits to someone *in their life*.)



- **How can the benefits be demonstrated, or otherwise proven?**
 - e.g. Is it visual (which suggests video), verbal (maybe audio), or lots of information (book or report)?
 - *Showing exactly how* something delivers is so much more powerful than simply claiming that it delivers, or even having third-party evidence that say it delivers.



- The Yes/No matrix can be a helpful tool to identify useful messaging, or to list points that might easily be overlooked:

- **What are the Benefits of saying “Yes” (to the offer)?**
(We’ve probably already covered these above. Include emotional benefits, such as getting security, reducing worry, etc.)

- **What are the Costs of saying “Yes”?** (We’ll want to minimize these. Typically include actual monetary cost, and often time cost, but also consider other personal or emotional risks. Switching from one product/service to a new one can also bring its own real or perceived risks/costs.)

- **What are the Benefits of saying “No”?** (We’ll want to minimize these often perceived benefits. Saving money and saving time are common perceived benefits of inaction.)

- **What are the Costs of saying “No”?** (We’ll want to emphasize these. Is a modest investment today going to turn into greater savings in the future?)

- **What will buying the proposition mean to the prospect?**
 - **Specifically, what kind of person does it *make* them, or indicate that they are?** (e.g. A shrewd investor, a good husband/wife, a free-thinker, someone who shows how much they care, etc.)

- **Can buying this entitle the customer to some identity or group?**
 - We are highly motivated by *being*, specifically being part of something. Our self-image is a very powerful force. So if I believe that buying a product will give me permission to perceive myself as special or powerful, that may be a compelling benefit.

3.5. Proposition's Value Triangle?

- **Do the benefits of this offer emphasise cost, speed, or quality, or more than one?**

3.6. What *hard* evidence is there that we can show to prove it works, or that we can be trusted?

- **Case studies?**
- **Reports?**
- **Statistics?**
- **Group tests?**

3.7. What other *soft* evidence can we present?

- Testimonials?
- Anecdotal evidence?
- Celebrity endorsements?
- Reviews?
- Are lots of people using this right now?
- What are they saying about it?

3.8. Scarcity?

- Is the availability of this offer limited in any way (such as stock numbers, or time window)?

3.9. Urgency?

- What reasons are there for the prospect to act NOW?

3.10. What's the general posture of the proposition relative to competition?

- e.g. Leader? Niche? Challenger? Follower? Cheaper alternative? ([Ref](#))

3.11. Will communications make a single offer, or multiple offers?

3.12. How much scope for conversation is there with the target market around offers?

- e.g. Responding to what customers want, gathering feature suggestions, feedback, Q&A.
- A high capacity for conversation would make a strong case for using social media (especially Facebook).
- For example, I had a client who offered a wide range of courses to their local community. Because of the relatively high speed and low investment needed to add courses, they could generate high engagement on Facebook

by opening up dialogue about what courses people wanted next, and of course get cheap market research.

3.13. How many questions is a prospect likely to have to get answered before making a decision?

- Some purchases take little thought, others take much more. If a prospect is likely to have many questions in the way of their making a decision, we will need to plan for giving them the right channel (email, social media, forum, live chat, etc.)

3.14. Are propositions suitable for gifts, celebrations, or other events?

- We're often more flexible on price when buying something for a gift, when we're really buying peace-of-mind. Positioning something as an ideal gift can help tap into great price elasticity.

3.15. How easy or quick will it be for somebody to understand what you offer?

- This is very important, as it informs the amount of information we'll need to convey in order to get someone to being ready to buy. For some purchases, a single sales page may be able to convey all the information. For others, an email or video series may be needed. When still more education needs to take place, maybe they'll need a whitepaper, physical DVD, or even a book. All mechanisms are open to us. We just need to choose the most appropriate one(s) that will give the best conversion.

3.16. What is the longevity of the promotion? Short-term, long-term?

- For example, if a promotion is short-term, then SEO may not be viable, but social media promotions and pay-per-click are likely to be better. Short-term launches may also work.
- However, if you will be selling the same thing over a longer period, SEO becomes more viable, and it also makes sense to invest in a launch sequence that can be repeated many times.

3.17. Who else will benefit from this?

- Consider any other beneficiaries of the proposition. Explore any family or work relationships, and consider how the prospect may enjoy other indirect benefits.

3.18. Is there a constraint, cost, or difficulty that is traditionally associated with the thing you offer (side-effects), which you can promise to remove?

- e.g. “Now you can get {benefit} without {traditionally associated cost}!”

3.19. In your proposition, are you inviting your prospects to try something totally new, or an alternative to something they use now?

- **If you're asking them to switch products or services, what is the primary benefit of switching?**

4. Problem

i.e. what your proposition solves.

4.1. Nature of the problem:

- **Is this a problem that occurs at a specific point in time?**

- Which may necessitate an urgent solution – a painkiller.

- **Or is it something that it is worth preventing before it happens?**

- i.e. We're selling a preventative, like a vitamin, or insurance.

- **Is it preventable?**

- If so... **Is it worth investing to prevent?**

- **Is this a problem that the proposition prevents before it happens, or solves after it happens?**

- **Is the problem frequent?**

- **Is the problem persistent?**

- 4.2. Does the problem cause pain (physically, psychologically, or emotionally)? (If so, describe it as accurately as you can.)**

- 4.3. Is there urgency?**

- Pain obviously generates urgency!

- 4.4. List ALL other costs of problem.**

- Short-term and long-term.
- Consider there may also be hidden costs, e.g. emotional distress; potentially missing out on future opportunities, etc..
- Are there knock-on costs to other people in the prospect's life?

- 4.5. What are the long-term prospects or consequences if the problem is not addressed?**

4.6. If not a problem, is there an attractive opportunity?

- The prospect of missing out on an opportunity can be like a problem.

4.7. List ALL possible alternative solutions to the problem.

- Commercial competition.
- Home-grown/DIY solutions.
- Doing nothing.

4.8. Will this be a one-time, occasional, or regular purchase?

4.9. List ALL distinct markets that the product/service or proposition could address.

- If there is more than one totally distinct market, we would usually have one campaign for each.
- This does not mean you ***should*** target all these groups, but it is worth considering.

4.10. Is the problem sensitive or embarrassing?

- If so, that may influence the methods, channels, and styles used to communicate with prospects. For example, teleseminars are more private than webinars or online videos.

4.11. Is this a problem the prospect knows they have?

- If not, they're at Step Zero on the Awareness Ladder (see more in section 5 below).

4.12. Is there evidence to say people are prepared to take action to address the problem?

- Is there evidence that people will *pay* to solve the problem?
- If so, how much?

4.13. What other (competing) ways exist to solve the problem?

- Which of these are known to our target prospects?

4.14. What assumptions are we making about the problem?

- **How could we test those assumptions quickly and cheaply?**

4.15. What are the causes of the problem?

- **What causes are there that the prospect does not yet realise?**
(These can be great appeals for content/ads.)
- Ideally, we're looking for a root cause that your solution addresses in a way that your competition does not.

4.16. Should we reframe the problem?

- Sometimes it is worth switching the focus onto a specific more immediate and motivating problem, particularly when the product/service can address a broad range of issues.
- For example, a client sells a range of pain-relieving tinctures. Very few people are actually looking for this specific solution, because it is generic. However, a LOT of people are searching for “back pain” and variations, so the proposed strategy is to focus exclusively on that problem.

4.17. Is the problem or issue emotive?

- Certain strategies may be suitable (or easier) when the problem or opportunity is something that people can get passionate about.

5. Markets

i.e. the group or groups that have the problem.

5.1. What is the target market's level of awareness about the problem and your proposition?

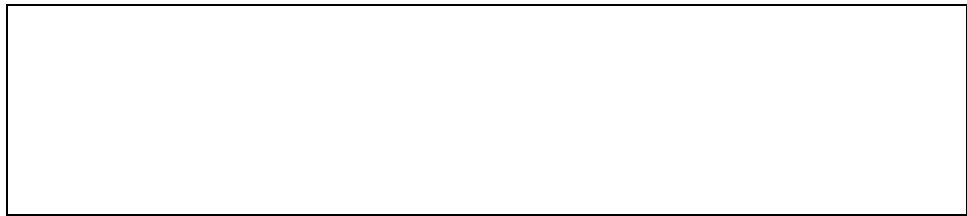
- Note: While each person can be at only one step, you will usually find people at more than one step. We should be clear about the earliest step where there is a significant number of prospects.
- Step Zero: Has no conscious awareness of the problem.
- Step One: Is aware of the problem, and may be open to solutions, but is not aware that any solutions exist.
- Step Two: Aware of the existence of solutions, but not ours.
- Step Three: Aware of our solution, but not convinced of its particular benefits.
- Step Four: Convinced of the benefits of our solution, but not that they must buy.
- Step Five: Ready to buy.

5.2. What scale of shift in thinking will be required to get them to subsequent awareness steps?

- **How much information will need to be communicated in order to effect that shift?**
- **How long might that take? (e.g. one sitting/message, or multiple communications over time)**
- Note: We'll often find that one gap between awareness steps is bigger than others. It will then require more communication to bridge that gap.
- For example, in the case of Sharon Small's "Clean Language Institute", our primary target market is practising therapists in the United States. They primarily congregated at Step Zero, because they do not really

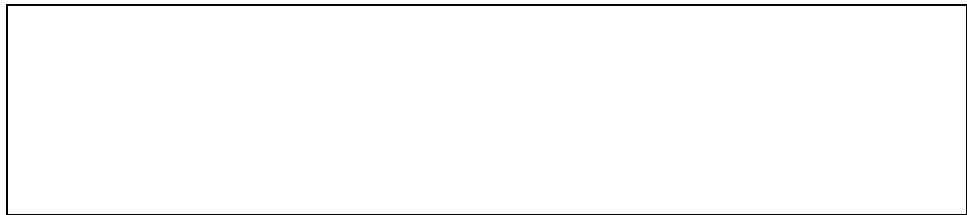
perceive any problem or opportunity related to the way they work. Sure, they don't always get the results they want, but assume that's just the way things go. So, in the face of years of expensive training, highly invested prospects, it was going to take a lot of communication to convince them of a problem, which is why we chose to publish the book, "The End of Therapy".

- In other cases, we might face more of a challenge getting people to think that their problem is truly solvable, i.e. a big Step 1 > 2 gap.
- Alternatively, we may have a big challenge getting them to appreciate the relative benefits of our solution, i.e. a big Step 3 > 4 gap (and so on).



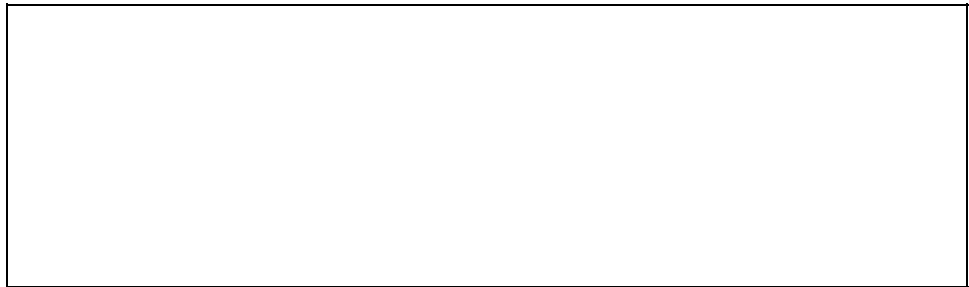
5.3. What do we know for sure about these people?

- **Gender**
- **Localized or global?**
- **Age ranges?**
- **Common interests?**
 - These are particularly helpful for Facebook profile targeting.
- **Job, problem, dreams, hopes, frustrations?**
- **Religion, ethnicity, language?**
- **Education, experience, habits, life story?**



5.4. What can we safely predict about their attitudes and preferences?

- **Attitude to Risk versus Security?**
- **... Quality vs. Value?**
- **... Novelty vs. Proven record?**
 - Do we know where they sit on the technology adoption curve?
- **... Individual vs. Mass-market?**
- **... Design vs. Functionality?**



5.5. What is the size of the market?

- Some campaigns address mass markets (e.g. communications, energy, TV subscriptions), while others are much more niche.
- It is important to target our true potential audience as closely as possible. So broadcast media channels may be particularly cost-effective for mass markets, but might be wasteful when we have a narrow niche market. Whereas hiring skilled direct telesales people may be great for a niche market but unaffordable for the mass market.
- This is not always a quantifiable question. There are online tools, such as the AdWords Research Tool, which will tell you approximately how many people are typing a specific phrase into search engines each month, but that is not a



5.6. How many conversions do we need in order to succeed?

■ **Can we put specific numbers on conversions?**

- For example, the client on the [CLE case study](#) said he needed to know he would have a \$1M turnover business within two years. That meant we needed 1M / 12 or \$84,000 monthly turnover within 24 months. That would require a minimum growth of \$3500 per month over 24 months. At a typical \$6000/month subscription value, and allowing for some fall-off, that gives a target of one new happy customer per month. If we could beat that in the first few months, the client could be confident in making his target.

■ **Or percentages?**

- This would suit the type of situation where we know the average revenue per sale and can predict the typical cost of sale, for example. That could then give us a break-even conversion percentage.

5.7. What's the target prospect's ability to pay?

■ **What kind of investment will this represent to them?**

5.8. Where do they congregate?

■ **Do they gather together, online or offline?**

■ **Are there Facebook groups?**

- Type "Groups named [your keywords]" (without quotes or square brackets) into the Facebook search field to browse groups and membership numbers.

- **LinkedIn groups?**

- Select “Groups” from the drop-down before the search field and enter keywords into search field. You will need to click into each group to get member numbers.

- **Do they attend the same events?**

- **Read the same publications?**

5.9. List ALL the possible objections we can think of that people might offer to taking up our proposition.

- Speaking to front-line salespeople, or online/phone chat operators can be a great way to gather these.

5.10. What’s the prospect’s deepest motivation?

- Does their WHY match ours?

5.11. What view of the world does the prospect hold true?

- We aren’t going to change this, but it may be helpful to ask how our marketing message could help to resonate with the prospect’s worldview. (See Seth Godin’s book “All Marketers Are Liars” for more on this, [summarised here](#).)

5.12. What are they most concerned about?

- **Price/Speed/Quality?** (i.e. Value Triangle factors.)

5.13. What do we know about the people who are going to buy?

- **Not our target market, but the people *who'll end up buying*.**
- Use a kind of reverse logic. What must have been true about them in order that they came through the funnel?
- This can help us to filter or target our messaging.

5.14. How can we spot the people we *don't* want to be talking to?

- **What can we say with confidence about these people?**

5.15. Who **MUST take advantage of this offer, and why?**

5.16. Who should NOT take advantage of this offer? Who would it be WRONG for?

5.17. Who does our target prospect look up to?

- Brands, job types, individuals?

5.18. What kind of test or language could we use that will quickly differentiate the right targets from the wrong ones?

- What Perry Marshall calls, “Racking the shotgun” in 80/20 Sales and Marketing.
- [Read the post on the “Perfect Topics” technique for more insight.](#)

5.19. What prior knowledge, experience, or education does someone require in order to qualify or benefit from the offering, if any?

- “Do you qualify?” can actually be a powerfully attractive message.

5.20. Is it a Business (B2B) or Consumer (B2C) market?

5.21. What do these people need in order to become passionate advocates?

5.22. What assumptions are we making about the prospect or market?

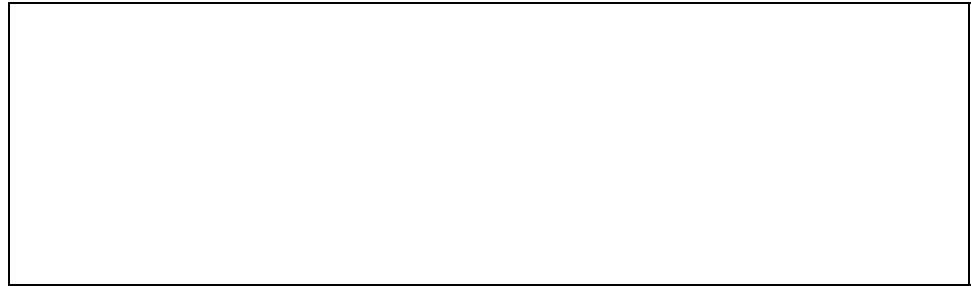
- **How could we test those assumptions quickly and cheaply?**

5.23. Does the prospect want a solution they can implement themselves, or help to solve it, or do they want it solved for them?

- Different levels on the “do-it-yourself” to “done-with-me” to “done-for-me” range will have different needs.
- You may be able to offer solutions for people at more than one layer in that range (i.e. stacking your offers). But remember that different groups may require the solution to be *packaged* differently for them.

5.24. Could other people influence the buying decision?

- e.g. Spouse, line manager, other stakeholders, financial controller, etc.
- What might those people need in order to be convinced?
- We should consider including material in our campaign that helps the prospect to answer the question of third parties, or a story that it may be helpful to relate.



5.25. Do you care about this target market?

- If you don't genuinely care about the people you serve, how will you serve them with all your energy and commitment?

5.26. Can we refine the possible market to an ideal target customer?

- Who are likely to be your most responsive, most engaged, keenest customers? Who will exhibit less resistance? Who will make the best referrals or champions? Consider focusing on only this group.

5.27. Are customers likely to have direct contacts (friends, colleagues, or their own suppliers or customers) who are also in the target market?

- If so, it would make sense to build in a mechanism to encourage them to provide referrals, testimonials, etc., perhaps in return for discounts or even affiliate earnings.