

Questions about your business that will help us write you a *killer* radio ad.

1. Business name as you want it said in your ads:

2. Your Name:

3. Phone Number:

4. Email Address:

5. Do you have a Tag Line or Slogan?

6. Would You like us to create one for you? ☐ Yes

-
7. Length of Commercial: ☐ 30 Seconds ☐ 60 Seconds

8. How do you want your prospective customers to take action:

☐ Come into your place of Business.

☐ Call you

☐ Visit your website

☐ Email

9. Are there hours of operation, or other specific information you want included in your ad?

10. Who, exactly, is your best prospect for your product or service? Describe your current best customers in terms of age, sex, socioeconomic, demographic, geographic, and lifestyle details.

11. What are the biggest benefits your product/service provides to customers?

12. What problems does it solve for them? How does the product or service make your customer's life better?

13. Are there things about this problem that actually keep your prospects awake at night?

14. How does your product/service solve this problem better than any other solution they could find?

15. What makes your offer too good to be true?

16. What are the strongest motivators for your prospect to buy this type of product/service? What does the customer hope to gain by purchasing, or what loss or pain could they avoid by purchasing your product/service?

17. What objections or excuses might the customer use to delay or avoid buying your product/service?

18. What are the answers to each of these objections or excuses?

19. Who are your biggest competitors?

20. What weaknesses of theirs, if any, can we exploit in your advertising?

21. How was your product/service invented, developed, tested? In short, what is the story of your product/business? (Often there is a major hook in this story you may not have realized.)