



we simplify  
Internet Marketing

## Important Things to Consider When Starting an Internet Marketing Project

Internet Marketing has many aspects to it but and it is always worth while sitting down and just thinking about the project before jumping in and getting busy.

Here are some questions that will help you in with this thought process. There are 16 questions in this list.

### --- 16 Thought Provoking Questions ---

#### 1. What is the objective of this project?

You do not have to have all the answers but you need to be clear about your main or primary objective.

#### 2. What is the product/service to be promoted?

This is important if you have multiple products or are thinking about your next new product or service. It is often the best approach to connect a specific product with a specific target market.

#### 3. Who is the primary audience? What is the size of the audience?

This ties in with question 2. They go hand in hand. Sometimes it may be even better to define the target market first and then decide on how to service this market with your next great product or service. You may even simply want to rebrand or develop new marketing materials for this new target market.

#### 4. What are the key “pains” of your target audience, related to the “problems” your product/service can solve?

Offer something to take away their pain at an affordable price and you will secure new clients.

#### 5. What emotional motivators drive your target audience to purchase products/services, from you or your competitors?

Emotion get people interested, excited and makes sales happen.

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**6. What are the key features of the product/service?**

Make a simple list.

**7. What are the key benefits of the product/service?**

Make a simple list and always make the target audience keenly aware of the benefits to them (not the features).

**8. Given the features and benefits of the product/service, what is the single most important message that is to be communicated to the target audience? (i.e. What is the Unique Selling Proposition)**

Take some time with this and write it out and rewrite it until you like it.

**9. What are other important messages relating to this product/service, in order of importance?**

Make this list and to have it in a specific order from most valuable to least is very important. You need to be able to quickly state the importance of a product or service.

**10. What support materials exist for these important messages? (i.e. testimonials, endorsements, case studies, product specifics, etc.)**

You need testimonials and endorsement. A testimonial or endorsement has to help to eliminate doubt in the mind of the potential buyer or it needs to reinforce a claim made by you. If the testimonial can also demonstrate a positive result then all the better.

**11. What obstacles and objections exist in the mind of the target audience?**

From many sales discussions you will understand what the barriers and objections exist. You need to have an answer to these or better yet to answer them before they even come up as objections.

**12. What are we really selling? (E.g. We are not selling grass seed, we're selling a greener lawn; pride of ownership; sense of accomplishment; admiration of neighbors; etc.)**

Think of this from the mind-set of the potential purchaser. Let them know what they will be able to achieve. Let them imagine how it will be after doing business with you.

**13. What, exactly, are you promising your customers with your product/service?**

Make this clear and make sure that the customer knows. It is also wise to consider what emotional factors will motivate the potential client to take the next step.



**14. What taboos, if any, need to be avoided?**

Do you need to be careful the way you phrase things to a particular audience. Make sure that you do not use politics or religion in any way that could cast a negative light on your product or service or on your business.

These can be show-stoppers so be take care to avoid them.

**15. What words would you use to describe the corporate tone that you want to convey to your target audience?**

Do you want a big business corporate tone or perhaps a more laid back and casual approach? The tone of your message has to be aligned properly with the target audience.

**16. Is there anything else that needs to be conveyed about this product, service or project?**

Tie up any loose ends. Do people know how to take the next step? This for example is often overlooked. Do people know about a package deal this can also be offered that reduces risk or increases value. Do a final check to consider anything else that should be known to the target audience.

These questions should help you with your thought process then next time you are writing up a proposal, a new marketing piece or developing a marketing kit for your next new product.

Another aid for you is to enroll in our new marketing course. It is done online with the Global Learning System --- a very affordable online training system.

### Advice Tip

If you want to learn more about how to gain more clients or to learn how to become systematic in gaining new clients then sign up for the free introductory course:

***Marketing Amateur To Marketing Genius.***

This intro course will certainly help you to see how a system is all that it takes to get more and better clients.

A link to sign up for this course is at:

[www.Global-Reach-Learning-Center.com](http://www.Global-Reach-Learning-Center.com)