

5QES Questionnaire

Here are questions to ask yourself to begin forming your own unique message

1. What is your target market? Where do they live, work, and play?
2. What are the three things that keep your target market up at night?
 - a. What frustrates them?
 - b. What frightens them?
 - c. What makes them greedy?
3. What is your specialty? Where does your expertise lie?
4. Does this specialty have a common name?
5. Why does your target market need your company?
6. What you do for your target market that nobody else does?
7. Why would your target market think that is important?
8. Whether it is true or not, do they perceive your competitors as also doing that for them?
9. Are you known as the person for doing that thing in your territory?
10. Who are your competitors?
11. If you could communicate one thing... that your target market didn't already know about you, what's the one thing you'd want them to know that you could do for them that your competitors couldn't?
12. Finish the following lines:
 - a. Nobody does _____, like we do.
 - b. We are the best choice among our competitors because _____.
 - c. Our clients love us more than they could ever love our competitors because _____.
 - d. None of our competitors know how to benefit our target market by doing or using _____, like we do.
 - e. The one technique that we know and use, that none of our competitors know is _____.

- f. If one of my competitors was eavesdropping on a conversation I was having with the prospect (and I didn't want to give away a competitive secret) I would finish the following sentence as:
 - i. Mr. Prospect, if there was a way to (achieve "this", without "this" risk), you'd want to know about it, wouldn't you?
13. If you surveyed all of your current clients and asked them what you or your company stood for, what would the top three answers be? (I would recommend that you actually do this... It will provide you with an immense amount of valuable information that you could leverage in all of your marketing)