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HIGH-INCOME
COPYWRITER

TEAM DAN LOK'S

COMPLETE

RESEARCH

TEMPLATE





PRODUCT ANALYSIS

What's the **PRIMARY PROMISE** I can use to sell this product?

What **CREDIBILITY FACTORS** does my product, business, or client have?

What's the **DELIVERY MECHANISM** I can use to sell this product?

What are the **BONUSES & PREMIUMS** I can use to sell this product?

What are the **PROOF POINTS** I can use to sell this product?

What do my prospects **NEED TO BELIEVE** to buy my product?

What does my product **INCLUDE / DO FOR THE PROSPECT** that my competitors don't have?



COMPETITOR ANALYSIS

What **HOOK** has my competitor(s) used / are they using?

What **PRIMARY PROMISE** has my competitor(s) used / are they using?

What **DELIVERY MECHANISM** has my competitor(s) used / are they using?

What **PROOF** has my competitor(s) used / are they using?

What **STORIES** have my competitor(s) used / are they using?



COMPETITOR ANALYSIS

What **CLAIMS** have my competitor(s) used / are they using?

What are my prospect's **UNIQUE SELLING PROPOSITION**?

What **PRICES & TERMS** have my competitor(s) used / are they using?

What are customers saying about the competitor(s) and their products?

(Write down the good and bad experiences customers have had)



PROSPECT ANALYSIS

Who is my ideal prospect?

(Age, gender, education, income, career and professions, where do they spend their time)

What is my prospect's **AVERAGE INCOME**?

What are my prospect's **PASSIONS & HOBBIES**?

What are my prospect's **GOALS & DREAMS**?

What are my prospect's **PAINS & PROBLEMS**?



PROSPECT ANALYSIS

Pain & Problem Expansion

(How long has the prospect had this problem... what will happen if the prospect doesn't solve it... what has my prospect done to solve it that didn't work)

What medium do they spend most of their time on?

(Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.)

Who do they look up to?

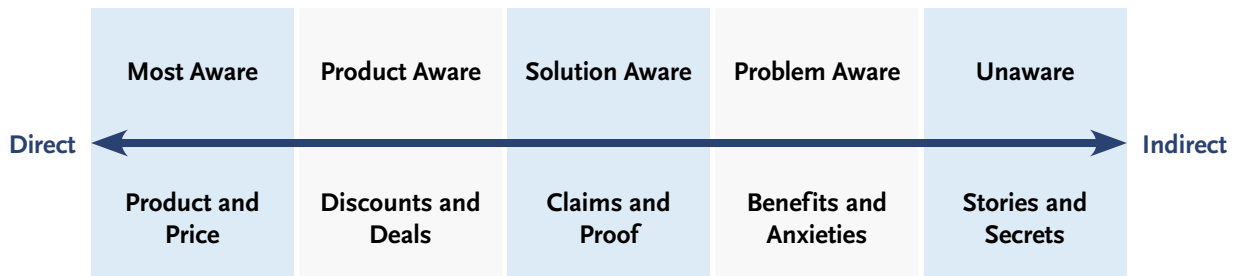
(Role models, icons, influencers, etc.)

What prior purchases have they made in the past that are similar to what I'm selling?



PROSPECT ANALYSIS

EUGENE SCHWARTZ'S "FIVE LEVELS OF AWARENESS"



What is my prospect's **AWARENESS LEVEL**?

What are my prospect's **EXISTING BELIEFS**?

(Do they believe nutrition is unnecessary in fitness? Do they know they can make money online? etc.)



PROSPECT ANALYSIS

What does my prospect(s) **LIKE** about existing products / solutions on the market?

What does my prospect(s) **DISLIKE** about existing products / solutions on the market?

What are my prospects going through / what have they been through?

What do my prospects need to believe to buy?

(About me, about my claims, about themselves, and about other solutions)