CONTENT DISCOVERY QUESTIONNAIRE

This document is a starter questionnaire that can help you understand the brand, target community, competitive advantage and more, of the company you are creating Web content for. The more you understand about the business, the better you can develop relevant copy that speaks to its audiences. Add or take away questions as you see fit for each new content project.

TARGET COMMUNITY

What type of communities are you targeting? List multiple communities in order of priority. For each type of community, try to answer the following questions about the people that make up that community. This will help you to create a persona, a profile of the "typical" person in your target community.

1. What age group are they and what does that say about them?
2. What types of careers and positions do they hold and what does that say about them?
3. What is their income level and what does that say about them?
4. What is their gender and what does that say about them?
5. Where are your communities located geographically (if applicable)?
6. What do you know about people in the areas where your community lives?
7. What are typical traits for the typical client or consumer?
8. Do they respond better to end results or to understanding the process?
9. Are they driven by facts or emotion?
10. What matters most to them?
11. What motivates them?
12. What are their goals?
13. What keeps them awake at night?

COMPETITIVE ANALYSIS

1. Who do you consider to be your top three competitors and why (e.g., brand recognition, geographic locations, market share)?
2. Create a list of the strengths and weaknesses of each competitor.
3. How will you or do you differentiate yourself from the competition?

4. Why should your consumers/clients use you over the competition?

5. Why wouldn't your consumers/clients use you over the competition?

6. What do you like and dislike about the way your competitors present themselves online?

Service or Product Analysis

1. What need does your service or product fulfill?

2. How does your product, service or organization help each target community achieve a goal or solve a problem?

3. List all the features of each product, service or organization (choose based on type of content being written). For each feature listed, provide at least one benefit the feature provides.

   Tip: A helpful way to find the benefit of a feature is to ask yourself, "So what?" for each feature. Also, what current events are happening that may give way to more benefits of the feature?

4. Of these features and benefits, which ones differentiate you from the competition?

5. What are the reasons your consumers/clients buy your product or engage in your service?

6. What are the reasons people might not buy your product or engage in your service?

7. What trends are happening now or could happen in the near future that would affect your organization and its products and/or services?

Messaging

1. What does each of your identified target communities believe about your brand, its products and/or services?

2. What is the most important message that must be conveyed to all your communities about your brand, its products and/or services?

3. What are the key messages that must be communicated to each of your communities about your brand, its products and/or services?

4. What kind of personality do you want to create for your brand? How will your brand portray itself in its communications? What mood do you want to set? Just a few examples of "tone" include: friendly, youthful, fun, sophisticated, corporate and authoritative.

5. What is the feeling you want your clients or consumers to experience when they interact with your company either online or in person?