**Pre-Launch Questions**

1. What does my customer need more than anything else?
2. How can I/my company help my customer get it?
3. What does it cost my customer to go without it?
4. What is my customer’s key problem based on research?
5. What is the marketing problem it creates?
6. What is the marketing solution that is needed?
7. Describe the product/service being marketed.
8. Describe the most likely customer for this product/service.
9. Describe my company’s competition in seeking to serve this customer.
10. What is my promise to my prospective customer?
11. What reason does my prospect have to do business with me right now?
12. What is the best and truest way to position my product/service/company?
13. What is the most appropriate tone and manner of my offer/promise?
14. What is the idea/premise of my offer; how should I interpret and execute it?

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