



W1. What am I offering?

W2. What problem does my offering solve?

W3. Why is this worth buying?

W4. Who is my target audience?

W5. Who am I and what are my credentials?

W6. Who are my competitors and how am I different from them?

W7. What objections will people have to this?

W8. What is the purpose of my brand?

W9. When, where, and how do I want people to take action?