

## Dinky Doc: briefing questions

### General

- 🍷 What type of communication do you need (*e.g. email, blog, sales literature, white paper...etc*)?
- 🍷 What is the goal of this communication? Why are we writing it? What does success look like?
- 🍷 Who is the target audience for this communication?
- 🍷 What causes them most pain (generally)?
- 🍷 How can your product/service best address these issues?
- 🍷 What is your value proposition?
- 🍷 Is there anything we should avoid talking about?

### Problem

- 🍷 What is the theme/topic for this communication?
- 🍷 How is the theme/topic impacting the industry as a whole?
- 🍷 How is the theme/topic affecting your target audience? (*e.g. regulatory/compliance, staff productivity, team morale, efficiency, business growth...etc.*)
- 🍷 What is the worst-case scenario? Has this actually happened to anyone you know of?
- 🍷 In an ideal world, what situation would the target audience be in?

### Solution overview

- 🍷 What product/service are you offering?
- 🍷 What are the key features?
- 🍷 What are the benefits?
- 🍷 What are the unique/social/emotional selling points?
- 🍷 What evidence can we cite to back up how amazing you are (*e.g. client testimonials, case studies, awards, analyst endorsements, your skills, knowledge and experience...etc.*)?

### Call-to-action

- 🍷 What do you want people to do as a result of reading this communication? What is the next step (*e.g. visit the website, call you, book a demo, attend an event, connect with you on social media...etc*)?

