



YesYes Marsha's Questions to ask before you write copy

1. Who is this service/business for?

What do we know about them? In particular, what do you know about:

- A. Their demographic (*don't stress over this, but it's good to write anything you do know*)
- B. Their problems and pain points
- C. Their wants and desires (often just a flip of B)
- D. What they *think* they know to be true about the thing you reach or sell
- E. The snarky, eye-rolling comments and objections they (secretly) make about this topic and about what you might have to say

2. How does it work, logistically?

Eg if it's a service, when/how do you meet, how often, what happens in each session?, etc.

3. After reading the sales page or a Facebook post or email, what is the call to action you want them to take in order to get involved?

Eg Is it "sign up," "book a call," "send you an email" or something else?

Marsha Shandur (of [Yes Yes Marsha](#)) is a Storytelling, Speaking,



and Sales Coach and Trainer. She has worked with hundreds of individuals and groups of executives, entrepreneurs, students and professionals across Canada, the US and the UK, including keynotes at World Domination Summit in Portland

and at Women's Executive Network events across Canada, and through working with clients like Royal Bank of Canada, United Way and HelloFresh. She is the host, organizer and Storytelling Coach for True Stories Toronto, the city's largest storytelling show.

Before launching [Yes Yes Marsha](#) and her career as a Storytelling Coach and Speaker, Marsha spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, BBC and Mashable.

Find out more — and see Marsha in a LOT of wigs — at [YesYesMarsha.com](#)

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