

THE 6 QUESTIONS

Every Prospect Needs Answered Before They Buy

How to Build Trust, Communicate Your Value, Stand Apart from the Competition,
and Give Customers a Reason to Choose You.



START HERE

Become easier to buy from

You may have a good business, capable people, and customers who value your work. Yet prospects still hesitate. They ask for a proposal and disappear. They compare you on price. They leave your website without understanding why they should take the next step.

Sometimes the obstacle is your message. Your prospects cannot see what changes when they buy, how your approach fits their needs, or what makes your promises believable. More attention can bring more people into that uncertainty.

This guide helps you answer six questions that make your business easier to understand and evaluate. You will turn what you know about your customers into clear language, credible evidence, and a practical next step. The result is a messaging blueprint your team can use across your website, email, proposals, and sales conversations.

A practical guide from Stampede Marketing

Use the Six Questions to examine your business from your customer's perspective. This Stampede Marketing guide brings the framework into your everyday marketing with clear explanations, practical exercises, and a Messaging Blueprint you can put to work.

New business examples in this edition are illustrative, not Stampede client case studies. The exercises help improve clarity and decision support; business results depend on your offer, market, execution, and other factors.

YOUR ROUTE THROUGH THE GUIDE

Read it once. Use it repeatedly.

Choose one audience and one offer before you start. Write your answers for that combination. A message for a homeowner buying a repair will differ from a message for a property manager choosing an ongoing service partner.

The Six Questions

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Each question ends with a Herd Check. Draft the answer, identify the evidence behind it, and score its current strength. Revisit your lowest scores first.

THE BUYING MINDSET

Stop selling. Help people buy.

Teach people how to buy from you. That means helping them understand their situation, compare options, assess risk, and decide whether your business belongs on their shortlist.

A buyer may meet you through a referral, a review, a search result, a social post, or an email. They may encounter your proposal before they meet the person who will deliver the work. Each piece should help them answer the same underlying questions.

Give the buyer enough to decide

Describe what you do in language the customer uses. Connect your differences to their needs. Explain the process and its limits. Support important claims with evidence. Make the next step specific enough that someone knows what they are agreeing to.

Clarity does not replace a worthwhile offer, fair pricing, or reliable delivery. It helps the buyer judge those things. A clear message can also reveal a poor fit early, saving both sides time.

Your baseline

Open your main service page and your most recent proposal. Can a new prospect answer all six questions from those two pieces? Note the first question that remains unanswered.

The aim is an informed decision. A useful “not for us” can be a better outcome than a pressured yes that leads to disappointment.

QUESTION 01

What do you do?

Tell the buyer what changes when they work with you.

Your job title or service category helps people place you. It rarely explains the full value of your work. “We provide managed IT” identifies a category. It leaves the buyer to figure out whose problems you solve and what daily work looks like after you help.

Start with a recognizable customer, a problem they care about, and the outcome your work supports. Then name the service or method that makes the answer concrete. You want enough detail to be useful without turning an introduction into a technical briefing.

A clear first answer

“We provide IT support for small professional firms so their teams can work without repeatedly stopping to solve computer problems.” This gives a buyer a category, an audience, and a reason to keep reading.

The outcome must stay within the work you can reasonably deliver. An accountant can organize financial records and explain them clearly. Promising that every client will become wealthy moves beyond what the service can control.

The test

Could a customer repeat your explanation to a colleague without translating it? If they can only say “they do business solutions,” you have more work to do.

QUESTION 01 / MAKE IT CONCRETE

Move from activity to outcome

A service description can explain your skills while leaving the customer's experience unclear. Keep the skills. Put them in an order that gives the buyer a reason to care.

Illustrative rewrites

Bookkeeping

Category only: "We do monthly bookkeeping."

Clearer: "We organize your monthly books and explain the numbers so you can see what came in, what went out, and which questions need your attention."

Commercial maintenance

Category only: "We offer full-service property maintenance."

Clearer: "We coordinate routine maintenance for small commercial properties so managers have one place to track requests, schedules, and completed work."

Marketing

Category only: "We deliver integrated growth solutions."

Clearer: "We help service businesses explain their value and turn that message into website and email content prospects can act on."

Use the service name too

Outcome language can become vague when it omits the actual product. "We give owners peace of mind" could describe insurance, security, bookkeeping, or childcare. Pair the desired change with a concrete description of the work.

Write the first sentence for recognition. Use the next sentence to explain scope. You do not need every service in your opening line.

QUESTION 01 / BUILD YOUR ANSWER

Choose the customer before the words

A business with several services may be tempted to write a sentence broad enough to cover everything. That often removes the details a particular buyer needs. Build one clear answer for your priority offer, then create versions for other audiences.

Use a working sentence

We help [specific customer] address [recognizable problem] through [product or service], so they can [credible outcome].

This is a drafting tool, not a sentence you must publish unchanged. Read it aloud. Shorten any phrase you would not naturally say to a customer. Replace “optimize,” “empower,” or “transform” with the actual change you mean.

Check the boundaries

Identify what you deliver directly and what you only influence. A website redesign can improve navigation and explain an offer. It cannot by itself guarantee the right traffic, a responsive sales team, or a particular profit increase.

If your result depends on customer participation, say what that participation involves. An implementation service may require access, timely approvals, and staff training. Those conditions belong in the fuller offer description.

Ask someone outside your industry to read your opening sentence. Then ask, “Who is this for, and what would they get?” Record their answer before you explain anything.

HERD CHECK 01

Can someone explain what you do?

Use one priority audience and offer. Keep this page beside your current website copy.

1. The customer we are speaking to is:

2. The problem they recognize in their own words is:

3. Our one-sentence answer to “What do you do?” is:

4. A customer or colleague repeated our answer as:

Score 0–3: 0 = absent; 1 = vague; 2 = specific but untested; 3 = specific and understood by a target customer.

Our score: ____ / 3

Next improvement: Replace the first phrase that the reader could not explain. Keep the service recognizable while making the customer’s outcome clearer.

QUESTION 02

How are you different?

What's in it for me?

Once buyers recognize the category, they need a reason to examine your offer more closely. A difference matters when it changes something they value. Your internal structure, tools, or enthusiasm may be real strengths, but the buyer needs to see the practical effect.

Question 2 identifies a meaningful difference in your offer or approach. Question 4 will go deeper into the specific capability behind your strongest advantage. Keep those two levels connected: the customer-facing difference and the operational reason you can deliver it.

Build a useful comparison

Compare your approach with an alternative the buyer actually considers: another provider, an internal hire, a tool, or doing nothing. Describe your approach accurately without guessing how every competitor works.

For example, a maintenance company might coordinate work through one named contact instead of asking the manager to coordinate separate trades. The value is easier coordination and clearer responsibility. The difference is stronger when the agreement explains exactly which work that contact handles.

Avoid empty superiority

“We care more” asks the customer to accept your opinion. “You receive a written status update every Friday” gives them something concrete to evaluate.

QUESTION 02 / FIND THE VALUE

Turn a feature into a reason to care

A feature describes what is present. A benefit explains what it helps the customer do. A meaningful outcome connects that benefit to the customer's situation. You need all three when the buyer is comparing options.

Illustrative example

Feature: A shared project schedule with approval dates.

Benefit: The client can see upcoming decisions and who owns them.

Outcome: Their team can plan its input and avoid discovering a missed approval at the last minute.

The same feature can have different value for different buyers. An owner may care about fewer interruptions. An operations manager may care about coordinating staff. A purchasing team may care about whether responsibilities are documented.

Ask about the alternative

What is the customer doing today? What works about it? Where does it break down? What would switching cost in time, effort, disruption, or money? A different approach must earn its place against those realities.

Price can be a meaningful difference, but it needs context. Explain scope, exclusions, recurring costs, and any commitments. A low starting price can create distrust if the buyer later discovers required charges.

Choose one feature. Finish “That helps you...” and then “Which matters when...” If the answer is generic, return to a real customer situation.

QUESTION 02 / SAY IT CLEARLY

Make the difference observable

Your most useful difference may be small and practical: a narrower specialty, a simpler handoff, a useful reporting rhythm, or a service designed around a common constraint. It does not have to sound revolutionary.

A working answer

For [customer situation], our approach includes [specific difference], which helps you [relevant benefit].

Illustrative example: “For property managers handling several small sites, our maintenance plan puts scheduling, work requests, and completion records in one place, helping you keep track without chasing separate updates.”

Keep comparison claims disciplined

If you say “only,” “fastest,” or “lowest cost,” you need support for that comparison. A factual description of your own process often communicates more than an unsupported claim about the entire market.

Make sure the difference exists in everyday delivery. If it depends entirely on one person remembering to do something, define an owner and a process before you promote it as a standard.

Fit is part of differentiation

Explain who benefits most and when another approach may fit better. A provider built for ongoing support may be a poor choice for a buyer who wants a single inexpensive task. Being clear about that protects the relationship.

HERD CHECK 02

Would your buyer care about the difference?

1. The alternative our customer considers is:

2. One observable difference in our offer is:

3. This difference helps the customer do or avoid:

4. The delivery process that makes it real is:

5. Our customer-facing answer is:

Score 0–3: 0 = absent; 1 = generic praise; 2 = specific difference with an assumed benefit; 3 = specific difference that a target customer values.

Our score: ____ / 3

Next improvement: Ask a customer which part of the difference would influence their decision and why. Do not count polite agreement as validation.

QUESTION 03

Why are you the right and safe choice?

Make the commitment understandable.

A buyer can like your offer and still hesitate. They may worry about disruption, wasted money, a difficult implementation, or being blamed for a poor decision. A strong message acknowledges those concerns and explains how the engagement works.

“Safe” does not mean risk-free. It means the buyer can understand the commitment, evaluate the fit, and see how responsibilities and problems will be handled. Reassurance becomes credible when it rests on visible details.

Answer the practical questions

Who will do the work? What happens first? What is included? What does the customer need to provide? When will they hear from you? What happens if scope changes or something goes wrong?

A clear process can help the buyer compare you with an attractive promise that leaves those questions open. It also gives your delivery team a shared account of what was sold.

The distinction from proof

Question 3 explains the safeguards and working relationship. Question 6 substantiates your claims with relevant evidence. A written onboarding process addresses uncertainty; a sample onboarding plan or customer example helps show that the process exists.

QUESTION 03 / REDUCE UNCERTAINTY

Explain the first steps

An unfamiliar engagement can feel larger than it is because the buyer cannot picture the sequence. Make the first commitment visible, then describe how the work progresses.

A practical sequence

Discovery: Confirm the situation, goals, constraints, and fit before recommending scope.

Agreement: Document deliverables, fees, exclusions, responsibilities, and terms.

Start: Name the lead contact and explain the information or access required.

Delivery: Explain milestones, updates, and approval points.

Review: Check completion against the agreed scope and explain ongoing support, if included.

Use the sequence that reflects your business. A repair service and a consulting engagement need different levels of detail. Do not add stages simply to make the process look substantial.

Show costs early enough to help

If you cannot quote a fixed price before discovery, explain what affects the price and when the customer will receive an estimate. Identify required fees and conditions that could change the total.

For subscriptions or recurring services, explain the commitment and cancellation terms plainly. Buyers should not need to decode the next step to learn whether it starts an ongoing obligation.

Read your proposal as a first-time buyer. Circle every point where they would need to ask, “What happens next?”

QUESTION 03 / SUPPORT THE DECISION

Help each stakeholder evaluate the fit

The person who contacts you may need someone else's approval. Give them language and evidence they can share. Avoid assuming you know a buyer's needs from a personality label; ask what matters in this decision.

Useful questions

"Who else will be involved in the decision?"

"What would they need to understand?"

"What concerns do you have about making a change?"

"What would make this engagement a poor fit?"

The owner may focus on cost and timing. The person doing the work may focus on workload. Someone responsible for systems may need to understand access and support. Answer each concern at the right level of detail.

A working answer

You will know [scope or expectation] before committing.
During the work, [named responsibility or safeguard] helps you [specific reassurance].

Illustrative example: "Before work begins, we agree on the deliverables and approval dates. Your project lead sends a weekly status update and brings scope changes to you for approval before additional work proceeds."

Only promise safeguards you can honor consistently. If you offer a guarantee, explain the actual terms and exclusions. A sweeping guarantee that delivery cannot support creates another risk for the buyer.

HERD CHECK 03

Can the buyer picture working with you?

1. The buyer's most likely concern is:

2. Before committing, they will know:

3. Our first three steps are:

4. If scope changes or a problem arises, we will:

Score 0–3: 0 = absent; 1 = reassurance without details; 2 = clear process with unresolved terms; 3 = clear process, responsibilities, costs or pricing basis, and relevant limits.

Our score: ____ / 3

Next improvement: Resolve one uncertainty in your proposal or onboarding explanation. Have the person who delivers the work confirm that the promise is accurate.

QUESTION 04

What do you do better than anyone else in your industry?

Find the capability that gives the right customer a reason to choose you.

This question is deliberately challenging. It asks you to examine your strongest advantage rather than settle for a list of standard services. Use that ambition to investigate your business. Publish only the claim you can support.

You do not need to claim worldwide superiority. Define a customer, situation, and capability narrowly enough to make a meaningful case. Your strength might be coordinating complex handoffs, working within an unusual constraint, or explaining technical choices clearly.

Look below the adjective

“Resourceful” is a description. The underlying capability might be finding workable alternatives when a project has limited space or a short window for installation. Explain what your team actually does and how it benefits the buyer.

Connect Questions 2 and 4

Question 2 might say that you provide one coordinated maintenance plan. Question 4 explains the capability behind it: a scheduling and documentation process that keeps different trades working from the same plan.

A defensible advantage is specific enough that your team can name the steps, people, or knowledge that sustain it.

QUESTION 04 / FIND YOUR STRENGTH

Look for patterns in your best work

Begin with projects that fit your business well. Look for the work customers repeatedly praise, the difficult situations your team handles reliably, and the capabilities buyers struggle to find elsewhere.

Three sources of insight

Customer language: What do good customers say they would miss if they stopped working with you? Ask for a concrete incident, not a general compliment.

Delivery evidence: Which outcomes or service standards can you show through project records, samples, checklists, or measured performance? Separate a repeatable process from a single exceptional effort.

Commercial fit: Which work can you deliver well at a sustainable price? An advantage that exhausts your team or relies on unpriced extras is difficult to maintain.

Choose one lead capability

You may have several strengths. Lead with the one most relevant to the selected buyer and offer. Supporting capabilities can follow. A long list makes it harder for the buyer to remember what you stand for.

If you cannot yet identify a meaningful strength, treat that as a design problem. Improve the offer or delivery process before trying to manufacture distinction with copy.

Ask your delivery team, “What do customers repeatedly rely on us to handle?” Then compare that answer with what customers actually mention.

QUESTION 04 / DEFINE THE ADVANTAGE

Write a claim you can defend

Use a narrow, useful statement

Our strongest capability is [specific work] for [specific situation], supported by [method, experience, or process].

Illustrative example: “Our strength is coordinating occupied-office renovations in phases. We plan work zones and approval points around the client’s operating schedule.” This describes a capability without claiming to be the only firm that has it.

Stress-test the promise

Can you explain how the capability works? Can the buyer observe or verify it? Does it remain true across the work you plan to sell? What conditions would make it difficult to deliver?

If your answer depends on special expertise, name the expertise accurately. If it depends on a process, show the process. If it depends on speed, define what starts the clock, what stops it, and which work qualifies.

Make the strength usable

Turn the claim into a sales question: “How important is keeping part of the office usable during the work?” The answer helps determine fit. It can also reveal that your strongest capability is irrelevant to this particular buyer.

Keep a record of the evidence behind the claim and review it when staff, services, or processes change. Your message should describe the business customers will encounter today.

HERD CHECK 04

What is your strongest defensible advantage?

1. A situation we handle especially well is:

2. The capability behind that strength is:

3. The method or evidence supporting it is:

4. The limits or conditions we must explain are:

5. Our strongest supportable claim is:

Score 0–3: 0 = absent; 1 = unsupported superiority; 2 = specific strength with incomplete support; 3 = specific, relevant strength backed by delivery evidence.

Our score: ____ / 3

Next improvement: Replace one sweeping adjective with a concrete capability.
Remove a comparison you cannot substantiate.

QUESTION 05

Why is that important to your prospects?

An advantage creates value only when the buyer cares about its effect.

Question 2 introduces a relevant difference. Question 5 builds the buyer's case for acting on it. It asks why the advantage matters in this situation, to these people, at this time.

A customer may value time, money, reliability, reduced disruption, confidence, or a better experience for their own customers. Do not assume that the same result means the same thing to everyone. Ask what the result would make possible.

Check whether the problem is a priority

Imagine a salesperson who sees an opportunity to improve a company's document workflow because the prospect has lived with a problem for years. Before proposing a solution, the salesperson needs to learn whether the prospect considers the problem important enough to change.

A long-standing problem can be a real opportunity. It can also mean the customer has a tolerable workaround, other priorities, or a barrier to switching. Investigate before assuming that visible friction equals a ready buyer.

Understand the priority

Ask what happens if nothing changes, what has made action difficult, and what has changed now. The buyer's answers should shape your message and recommendation.

QUESTION 05 / BUILD THE CASE

Connect the practical and personal value

Practical outcomes and emotional outcomes often sit together. Clear reporting may help a manager spot issues sooner. It may also help them feel prepared when leadership asks questions. Both can matter, but the customer should confirm them.

Use the full chain

Problem: Approvals arrive late.

Experience: The project manager feels pulled between teams.

Feature: A shared schedule names each approval and owner.

Benefit: Everyone can see the decisions needed next.

Outcome: The manager can coordinate input with fewer last-minute surprises.

Trace the problem through the feature and benefit to its effect on the customer's daily experience. Describe that effect in language they recognize, and avoid inventing emotions for them.

Quantify carefully

When a buyer gives you numbers, identify the source and the assumptions. If a task takes three hours each week, estimate the time that could change and which part your service can affect. Do not turn all recovered time into cash savings unless the buyer has a credible way to realize those savings.

An estimate can guide discussion. It is not proof of a future result. Explain what must happen for the estimate to hold and what remains uncertain.

QUESTION 05 / EARN THE PRIORITY

Give the buyer a reason to act

A useful business case connects a recognized problem, a worthwhile outcome, and a feasible next step. It also acknowledges the cost of change. Buyers may need to train staff, replace a familiar tool, or devote attention they do not currently have.

Ask before adding urgency

“What makes this worth addressing now?”

“What would improve if we solved it?”

“What would you have to change on your side?”

“What else is competing for the same budget or attention?”

If there is a real deadline, explain it accurately. If there is no immediate need, a smaller diagnostic step or a later follow-up may fit better than a demand to commit.

A working answer

This matters because [current effect] is getting in the way of [customer priority]. Our approach helps [relevant change], subject to [important condition].

Illustrative example: “A shared maintenance record matters when you manage multiple sites because you need to know which issues are still open before assigning more work. It gives your team a common view, provided requests and completions are recorded consistently.”

Use the buyer’s priorities to select the lead benefit. Save secondary benefits for supporting copy or conversation.

HERD CHECK 05

Is the value important enough to pursue?

1. The customer says this matters because:

2. If nothing changes, the likely effect is:

3. The practical outcome and personal significance are:

4. Our estimate, assumptions, or remaining uncertainty:

5. The cost or effort of making a change includes:

Score 0–3: 0 = absent; 1 = seller assumes value; 2 = plausible value with limited buyer input; 3 = buyer confirms the priority and understands the tradeoffs.

Our score: ____ / 3

Next improvement: Ask one buyer what this outcome would allow them to do.
Revise the message around their answer rather than a benefit you prefer to sell.

QUESTION 06

Why should they buy from you?

Prove it.

By this point, you have described the offer, the difference, the working relationship, your strength, and its value. Now give the buyer a reason to believe the important claims. Evidence should sit close to the promise it supports.

Brand reputation, testimonials, explanation, guarantees, and demonstration can all help build belief in the right context. Their usefulness depends on the claim, the buyer, and how directly the evidence addresses the concern.

Match evidence to the question

If you promise an organized process, show a sample schedule or handoff. If you claim relevant experience, describe comparable work. If you promise a measurable improvement, provide a clearly defined result with context and limitations.

A logo collection or a vague compliment may establish familiarity without proving the specific outcome. A detailed example can be more useful when it shows the starting situation, work completed, and result observed.

Respect the scope of the evidence

A result from one project describes that project. It does not automatically establish what every future customer should expect. Help the buyer see both the relevance and the limits.

QUESTION 06 / BUILD YOUR PROOF

Create a useful evidence library

Customer stories

Document the situation, the reason the customer chose you, what your team did, the period covered, and the observed outcome. Include material conditions that affected the result. Obtain permission before publishing identifying details or quotes.

Samples and demonstrations

Show the work when possible: an example report, a walkthrough, a process checklist, or a limited demonstration. Label samples clearly and remove confidential information. A demonstration should help the buyer evaluate the real service, not imply a broader result than it shows.

Testimonials and references

Use specific, authentic comments relevant to the offer. Preserve their meaning when editing for length. A named reference can help a serious buyer explore fit, provided the customer has agreed to participate.

Credentials and commitments

List credentials accurately and explain why they matter for this work. Keep licenses, certifications, and experience descriptions current. If you offer a guarantee or service commitment, show the actual scope and terms.

Store each evidence item with an owner, source, permission status, relevant claim, and review date. This makes it easier for your team to use the right proof without rewriting it from memory.

QUESTION 06 / USE PROOF WELL

Close the gap between promise and evidence

Review your main claims one at a time. Ask what a skeptical but fair buyer would need to see. You may discover that you have strong evidence hidden in project folders, or that a prominent promise has no reliable support.

A working answer

You can evaluate our claim through [relevant evidence]. It shows [specific finding or capability] in [context], with [material limit].

Illustrative example: “You can review a sample monthly maintenance report before deciding. It shows how requests, completed work, and open issues are recorded. The sample demonstrates the reporting format; it does not promise a particular reduction in repair costs.”

If you are short on evidence

Use a real work sample, demonstrate your process, or offer a clearly scoped first engagement. Be explicit about what the buyer can learn from it. Do not invent a testimonial or present a hypothetical result as a customer outcome.

Keep proof connected to action

After the evidence, state the next step and what it involves. A buyer may be ready to ask about fit before they are ready to purchase. Offer a step that matches the size and uncertainty of the decision.

Proof helps the buyer evaluate a promise. Consistent delivery keeps that promise credible after the sale.

HERD CHECK 06

Can the buyer verify your strongest claim?

1. The claim that most needs evidence is:

2. The most relevant evidence we have is:

3. Its source, permission status, and review date are:

4. The context or limitation we need to explain is:

5. We will place this evidence next to this claim:

Score 0–3: 0 = absent; 1 = claim without relevant proof; 2 = relevant proof with missing context or verification; 3 = verifiable, relevant evidence with context and permission where needed.

Our score: ____ / 3

Next improvement: Add one useful piece of proof beside a major promise. If you cannot support the promise, narrow or remove it.

FROM ANSWERS TO A MESSAGE

Build from what customers tell you

Start with a specific customer and trace their problems through the features, benefits, and outcomes your offer can provide. Use that approach as a research habit. Replace assumptions as you learn more.

Have a few focused conversations

Speak with good-fit customers and, where possible, buyers who chose another option. Ask what prompted their search, what they considered, what nearly stopped them, and what ultimately mattered. Ask for examples rather than agreement with your proposed wording.

Record the customer's language separately from your interpretation. "I could never see what was still open" is an observation. "They wanted a dashboard" is a possible solution. Keeping those apart prevents your preferred product from shaping every conclusion.

Trace one problem all the way through

Customer problem → Current experience → Relevant feature → Practical benefit → Desired experience

For every arrow, ask whether the connection is supported by customer input or remains a hypothesis. If you cannot help with the problem, do not force your offer into the chain.

Synthesize before you publish

Complete the Messaging Blueprint on pages 33–34. Then ask a target customer to explain the offer back to you and name the evidence they would want before taking the next step. Use their uncertainty to guide your next revision.

PUT IT TO WORK / DIGITAL

Use the message on your website and in email

Your main offer page

Lead with what you do, who it is for, and the useful outcome. Explain the meaningful difference. Show the process and the capability behind the offer. Connect that capability to the buyer's situation, place relevant proof near the claims, and give a clear next step.

The six questions are a completeness check, not a requirement for six identical sections. Arrange the content so a reader can quickly recognize fit and explore the details that matter to them.

Your email

Address one recognizable situation. Give the reader a useful insight or reason to care, connect it to your offer, and support the main claim. End with one practical action. Keep the subject line consistent with what the email actually delivers.

Your free-guide funnel

The download page should explain who this guide helps and what the reader can produce: clearer answers, a scorecard, and a Messaging Blueprint. Set expectations about delivery and any follow-up clearly. The confirmation page and delivery email should give easy access to the guide.

After delivery, use follow-up emails to help readers apply one question at a time. Invite a Herd Analysis when they want help finding the gaps. Keep the promise consistent from the download page through the conversation.

PUT IT TO WORK / CONVERSATIONS

Use the message in sales and proposals

Start by learning the buyer's situation. The Six Questions help organize your response, but they should not become a script that overrides what the customer says.

A useful conversation sequence

Ask what they want to change and why. Clarify what they have tried and what they are comparing. Explain the part of your offer that fits. Discuss how the work happens and what could make it a poor fit. Show relevant evidence. Agree on a specific next step.

Listen for the unanswered question behind an objection. A price question may be about scope, value, cash timing, or uncertainty. Ask before answering. "Which part would you like to compare more closely?" can reveal the actual concern.

A proposal that helps a buyer decide

State the buyer's situation and desired outcome, the recommended scope, the reason for the approach, and the evidence supporting your recommendation. Include responsibilities, schedule, price or pricing basis, exclusions, terms, and the decision required.

Make it easy for someone who missed the sales conversation to understand the recommendation. Confirm the proposal reflects what delivery can provide, especially where the buyer has requested exceptions.

A useful follow-up

Refer to the buyer's unresolved question. Provide the missing information and confirm the decision process or timing. Repeating "just checking in" rarely helps someone evaluate the offer.

PUT IT TO WORK / CONSISTENCY

Keep the facts steady as the words change

Your website, email, sales team, and delivery team can use different lengths and formats while preserving the same core answer. A short introduction should not make a broader promise than the detailed proposal.

Give your team a common source

Keep an approved Messaging Blueprint with the current offer, audience, claims, proof, process, and next step. Name an owner and a review date. Update it when the service, terms, team, or evidence changes.

Use AI to draft from approved material

AI can help turn your answers into alternative headlines, emails, or summaries. Give it the approved blueprint and evidence, specify the audience and format, and ask it to flag missing information rather than fill gaps with invented facts.

Draft a short email for this audience using only the attached approved message and evidence. Preserve the offer's limits. Do not invent results, testimonials, credentials, comparisons, or urgency. Flag anything you need to know before the draft is usable.

Have a person review every claim and the overall meaning before publication. Check that shorter versions retain important conditions and that any customer information is handled appropriately.

Review what buyers actually encounter

Check the whole path, including older pages, automated emails, and proposal templates. A strong new page cannot resolve a conflicting promise elsewhere in the buying experience.

YOUR SIX QUESTIONS MESSAGING BLUEPRINT

The message on one page

Complete this master for one audience and one offer. Use the next page to connect it to proof and action.

Audience and offer:

01 / What do we do? Name the customer, work, and outcome.

02 / How are we different? Connect the difference to a benefit.

03 / Why are we the right and safe choice? Explain the process and safeguards.

04 / What is our strongest capability? State a defensible advantage.

05 / Why does it matter? Use the buyer's priority and context.

06 / Why believe us? Name the relevant proof and its limits.

YOUR SIX QUESTIONS MESSAGING BLUEPRINT

The evidence and action behind it

Lead message: Combine the most useful answers in 2–3 natural sentences.

Proof to use: Name the claim, evidence, source, permission, and context.

Next step: What should the buyer do, and what happens when they do it?

Publishing priorities: Which page, email, proposal, or conversation needs this first?

Herd Check scorecard

01 Clarity ____ / 3 02 Difference ____ / 3
03 Confidence ____ / 3 04 Capability ____ / 3
05 Relevance ____ / 3 06 Proof ____ / 3
Total ____ / 18

Use the score to prioritize work, not predict sales. Improve the lowest answer first; a strong total can still hide a missing answer. Compare your next score using the same audience, offer, and criteria.

Message owner: _____ Review date: _____

YOUR NEXT 30 DAYS

Improve one buying experience

Choose a manageable path: one offer page, its delivery or follow-up email, and the proposal or conversation that follows. Improve that path before rewriting every piece of marketing.

Week 1 / Learn and draft

Collect your current materials and baseline scores. Speak with a few target customers. Complete the blueprint using their language. Mark assumptions and claims that still need evidence.

Week 2 / Support and align

Gather the most relevant proof. Confirm scope, process, and commitments with delivery. Rewrite the weakest answers. Have someone outside your business explain the offer back to you.

Week 3 / Publish the path

Update the chosen page, email, and sales material. Check links, forms, delivery, mobile readability, and the next step. Make sure the same offer and expectations appear throughout.

Week 4 / Listen and adjust

Record recurring questions, qualified inquiries, decisions, and reasons for hesitation. If you track conversion, define the denominator and keep the comparison period consistent. Small samples and changes in traffic can distort the picture.

Review the evidence alongside the numbers. Did buyers understand the offer? Did better-fit people respond? Which question still needed explaining? Choose the next revision from those findings.

Our first change: _____

Owner: _____ **Target date:** _____

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Become easier to buy from.

Take the next step with a Stampede Herd Analysis.

You now have a framework for finding the questions your marketing may leave unanswered. Your scorecard shows where to start. Your Messaging Blueprint gives you a common message to carry into the buying experience.

If you want help applying the framework to your business, request a Stampede Herd Analysis. Use it as the starting point for a conversation about your message, your proof, and the next step you ask customers to take.

Bring your current message

Have your main website or offer page, one recent email or proposal, and your completed scorecard ready. Note which audience and offer you want to focus on, and where prospects seem to hesitate.

Start your Herd Analysis

Complete the Marketing Analysis Form at the link below to request your Stampede Herd Analysis. Share your business information so we can focus the conversation on your goals.

<https://jointheherd.co/marketing-analysis-form/>

We can then discuss fit and the next step.



JOIN THE HERD

www.jointheherd.co

info@jointheherd.co