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What Prospects  
Want

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How to Tell If You're Delivering It:

Depth

- Have I answered the reader's questions at each stage from awareness to consideration to evaluation and selection?
  - Have I described specifically how my offering works and why it's better than the competition?
  - Have I explained the applications and technical environments for which my offering is best suited?
  - Have I described what it takes to manage and scale my offering after it's deployed?
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Accessible &  
Understandable  
Information

- Have I used jargon such as "solution" or clearly described what I'm selling as hardware, software and/or services?
  - Have I described how I solve the reader's business challenges (higher sales, lower costs, improved quality, etc.) as well as meet their technical needs?
  - Have I used the type of language I would with a friend over a drink?
  - Have I spelled out all acronyms?
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Originality

- Have I told the reader anything they didn't already know?
  - Have I just repeated "evergreen" challenges or explained how to meet those challenges in a new and better way?
  - Have I provided new context or a new way of thinking that will help the prospect even if they don't buy from me?
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Timeliness

- Have I told the prospect why they need to read this content *right now*?
- Am I writing this just because I have something to sell or because of a change in the technology, business or regulatory environment my prospects need to know about?
- Will reading this content *now* help the reader make more money, keep their job, get a raise or go home earlier?