

FAQ Templates for 3 Different Offers

1) Software Marketing

Q: "How does it work?"

Q: "What is the guarantee policy?"

Q: "What is the step-by-step installation process?"

Q: "How do I get ongoing technical support?"

Q: "What are the most common uses?"

2) Event Marketing

Q: "What is the event's itinerary?"

Q: "What is the guarantee policy?"

Q: "What makes this event unique?"

Q: "Where is the location?"

Q: "What is the 'early-bird' or 'partner' discount?"

Q: "When do I get my learning materials?"

3) Product Marketing

Q: "How fast will it work?"

Q: "What is the guarantee policy?"

Q: "How long does delivery take?"

Q: "What results can I expect?"

Q: "Where do I get customer support?"

Actual FAQs for Software, Events & Products

1) www.AlexAudio.com (Software Example)

- "What is AudioGenerator™ and how does it work?"
- "What is my recording time limit?"
- "How long does it take for my phone testimonials to be live?"
- "Where does AudioGenerator™ put my audio messages?"
- "What audio format does AudioGenerator™ use?"

2) www.MMGsecrets.com (Software Example)

- "What is Marketing Makeover Generator™ and how does it work?"
- "Do I need to buy any additional equipment to make it work?"
- "Do I need separate subscriptions to Generator products to make this work?"
- "Where does MMG store my projects?"
- "How long does it take for my MMG makeover to become live?"
- "What is the limit to the number of makeovers I can do?"

3) www.TeleseminarSecrets.com (Event Example)

- "How much hands-on training does Alex provide?"
- "What is taught in each of the 8 Modules?"
- "What are my options if I can't make the live tele-classes?"
- "How does the payment plan work?"
- "How fast will I get course materials after registering?"
- "What is the first thing I should do after registering?"
- "Can my partner, assistant or spouse get access to the calls?"
- "Do I have 1-on-1 personal coaching opportunities?"
- "Is it possible to ask questions during the live calls?"
- "Shall I register even if I don't have a product to sell?"
- "What is the Teleseminar Secrets™ refund policy?"
- "How do I become a TSS Affiliate Partner?"

4) www.Relacore.com (Product Example)

- "Does Relacore contain stimulants?"
- "Is Relacore a 'Fat Burner'?"
- "Can I take Relacore in conjunction with a 'Fat Burner'?"
- "Can I take Relacore if I am pregnant or nursing?"
- "Can I take Relacore along with my prescription medications?"
- "What results should I expect?"
- "When can I expect results?"
- "How does Relacore help get rid of belly fat?"