4 Questions Your Website Must Answer

THE BIG IDEA

Every buyer who lands on your website is silently asking four questions. Most businesses answer only one or two. Answer all four and buyers feel understood instead of pitched.

The 4 questions buyers ask

They won't say them out loud. Your site has to.

01 **Will this work for someone like me?**
Buyers want to see people like them who got the result. Show customers in their trade, size or situation.

02 **What is the risk? What aren't you telling me?**
Buyers assume there's a catch. Name what could go wrong and how you handle it before they have to ask.

03 **Is this worth the time, money and effort?**
Price is only part of the cost. Show what they get back for all three.

04 **What will my life look like after?**
Paint the after picture in plain words. People buy the result, not the service.

Run the self-audit

Do it on your phone, the way a customer would.

01 **Read your homepage like a stranger.**
Forget what you know about your business. Read only what's on the screen.

02 **Find the line that answers each question.**
If you can't point to it, the answer isn't there. Being implied doesn't count.

03 **Expect gaps on risk and the after picture.**
Most sites cover "will this work" and stop. The missing answers are where you can stand out.

04 **Fix the biggest gap first.**
One clear sentence and one piece of proof per question beats a full redesign.

> "Answer all 4 and your buyer will feel seen, not just sold to."
>
> Donald Miller

DO THIS WEEK

- ☐ Open your website and score it: which of the 4 questions does it answer?
- ☐ Write one plain sentence for each question it misses.
- ☐ Add one customer story from someone like your typical buyer.

Ask weekly: Would a stranger know what life looks like after hiring us?

Source: Donald Miller, *StoryBrand* (Instagram), "Can it answer these 4 questions your buyers are asking?"