

# BENEFITS VS. FEATURES

## worksheet

Customers look at your features, but they **buy** your benefits. Marketing that connects with your audience on an emotional level is the most effective marketing of all - it has more influence on their buying decision than facts, and is more likely to turn them into loyal, long-term customers. Discover your product's benefits with this handy brainstorming worksheet!

### NAME YOUR PRODUCT'S TOP 3 FEATURES

Your product's features are the distinctive attributes of your product. For example a water bottle's feature might be "triple-walled construction".

Feature 1:

Feature 2:

Feature 3:

### WHAT ARE THE BENEFITS OF YOUR PRODUCT'S FEATURE?

Use the brainstorming tool below to discover your feature's benefits. Following your feature, insert the words "which" or "so that" after and then fill in the blank - this will dig deeper into why the features matter and how they will help the buyer, answering the question "Why would I want/use this?".

#### Feature

A distinctive attribute of your product

#### Benefit 1

Think why did we create this feature?

#### Benefit 2

Go one level deeper - why do customers want/need that?

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	→	→
	→	→

## WHAT NEXT?

You don't have to stop with just two benefits, keep going until you've fully answered the most important customer question of all: "What's in it for me?". If you need help communicating the benefits of your product or service - give us a call! Brand marketing is our specialty and we'd love to help, get in touch: