

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 or service's benefits with this handy brainstorming worksheet!

LIST YOUR PRODUCT'S OR SERVICE'S TOP 3 FEATURES

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

Feature 1:

Feature 2:

Feature 3:

EXPLORE THE BENEFITS OF YOUR FEATURES

Start a sentence with a feature from the first column, insert the words "which" or "so that" after it, and complete the sentence with the feature's benefit. For example, "triple-walled construction", which "keeps your drink cold for up to 24 hours" (Benefit #1), so that "your drink will taste refreshing all day" (Benefit #2). To develop a compelling marketing message, you need to dig deep into why your features matter to your customer.

Feature or Service

A distinctive attribute of your product

Benefit 1

Why did we create this feature?

Benefit 2

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

	→	→
	→	→
	→	→

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!