

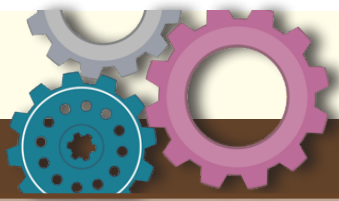
FEATURES VS. BENEFITS

One of the most common mistakes small business owners make in their marketing is to focus on all the wonderful FEATURES of their business. These are things like: good customer service, quick turnaround time, latest technology, most experienced, extended hours, best prices, best quality, etc. Now, depending on your business, these features may be important, but they don't usually drive sales. I have clients who REFUSE to believe this simple truth. They insist that their clients need to know all of these important features. Sadly, they are repelling customers with a "fire hose" of useless information and missing an opportunity to attract more sales with a simple tweak in positioning.

What people really want is a SOLUTION to a problem. They are interested in the BENEFITS or RESULTS that your product or service provides. They want to know how they will FEEL when they purchase and use the product or service. They want to know if your product or service will help them make more money, save time, be healthier, make life easier or make another significant transformation in their lives. So take some time to consider what your customers walk away with when they purchase from you. What do they REALLY receive? How do you REALLY serve them? Make a list of the tangible (and intangible!) results you deliver with your product or service. Write down 10 ways in which you or your product benefits your customer. Remember – it's not about you. Focus on the results that you bring to your clients – think about what's in it for them. Use the worksheet on the next page to prompt you or write or type your answers on a blank sheet of paper.



Then consider the ways in which you and your product/service are able to deliver these results BETTER than your competition. This is where you get to think about what DIFFERENTIATES you in the marketplace (Unique Selling Proposition) and why someone should buy from you. Write down 5 things that set you apart from the competition.



BENEFITS WORKSHEET

Mompreneur Mastery Program

What is the PROBLEM? When customers purchase my products or services, they are really looking to:

Save Time	Make Money	Save Money	Make Life Easier	Become Healthier	Other	Other

What is the SOLUTION? As a result of my product or service, my client receives the following results:

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What FEELING do I create? My product/service creates the following feeling or emotion:

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What makes me DIFFERENT? My product/service is unique in the market because:

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