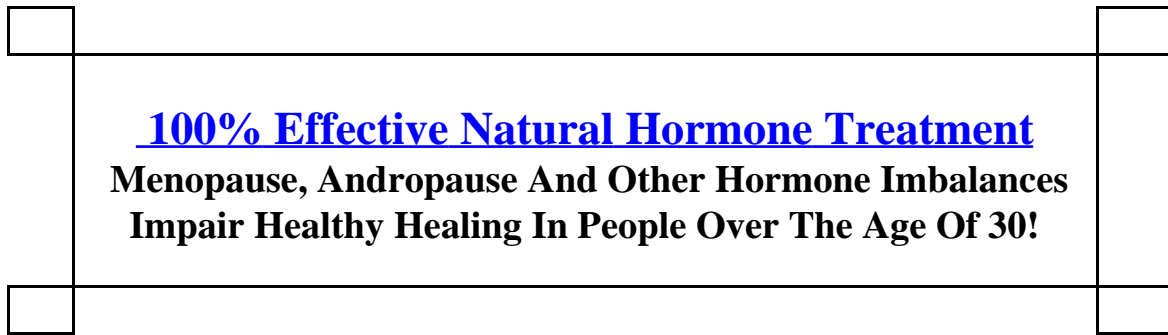


This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).



**Feature Your Benefits**

**By Janice D. Byer, MVA**

**Feature Your Benefits**

by: **Janice D. Byer, MVA**

Sales Copy... eventually every small business owner must consider what needs to be included in order to produce a successful advertisement or piece of marketing material.

You begin with a fancy graphic, your company logo, a slogan, and perhaps a special offer. However, more needs to be included in your sales copy to actually get your customers to buy. You need to include some your product's features. But, more importantly, you have to list the benefits of your product or service.

Let's begin with your product or service's features. These can include the price, colour, options, or availability. Your customer will need to know some of these features to determine if what you have to offer is what they want to buy.

But, it's the benefits of your product or service that may be the deciding factor in whether they buy from you as opposed to from your competition.

Benefits are advantages your customer gets from the purchase of your product or service. What does it offer the buyer that will be advantageous to them; that will fill a need; that will make their life easier; or that will solve a problem?

Acquiring new customers from your advertisement or marketing material will be more likely to happen if you show them the benefits they will receive from the purchase of your product or service. Show them "what's in it for them".

Let's look at Webster's Dictionary's definition of a feature and a benefit (in the context of a business' product or service):

Feature: noun: a prominent part or characteristic; the structure, form, or appearance.

## Feature Your Benefits

Benefit: adjective: receiving or entitling one to receive an advantage; help; useful aid.

Incorporating your product's benefits with its features will help to get your customer excited about your product and how it will fill a need or solve a problem. Keep your customer and their wants and desires in mind when producing sales copy and you will have tremendous success.

For an example of how to turn your product or service's features into benefits, let's look at one of our particular services.

Product/Service: Virtual Word Processing

Feature: Over 15 years of experience in both the corporate and small business sectors.

Benefit: Your customers will have peace of mind that the work will be done accurately and to their specifications, with little or no need for them to use their valuable time to train. (Save Time)

Feature: Competitive pricing

Benefit: Your customer will save money by using the services rather than spending money on a temp who may sit idle for periods of time. (Save Money)

Feature: Globally available

Benefit: Your customer does not have to worry about where they are located, geographically. They can receive the help they need from anywhere in the world, whenever they need it. (Save Sanity and reduce stress levels)

For every feature of your product or service, you need to show that there is an advantage to your clients... something that will make their life easier.

To briefly sum things up, there are two basic rules when putting together sales copy:

1. Establish a need. (Do some research and find out what your clients have to have.)
2. Show how your product or service satisfies that need.

Don't ever forget that your potential customer wants to know what's in it for them. So, outline your product or service's features in your sales copy or marketing material but, more importantly, reel them in by associating the benefits.

Janice Byer is a certified Master Virtual Assistant and owner of Docu-Type Administrative & Web Design Services (

). See this and other articles on her website.

## Features vs. Benefits – The Mystery Revealed

**By Butch Pujol**

## **Features vs. Benefits – The Mystery Revealed by Butch Pujol**

This article may be reprinted provided the resource box's, Web address's and copyright information remain.

Whenever someone mentions advertising or sales you can be sure the phrase "features vs. benefits" will come up in short order. Everyone knows that phrase. Everyone knows that features don't sell, benefits do. However, exactly what is a benefit and how do you turn features into them?

Let's get some definitions set forth first. A feature is an attribute of a product or service. Web site hosting companies will often tell you there package offers "catch all" email addressing. That's a feature. That type of email is a mechanical part of the hosting package.

To determine the benefit, you look at how the catch all email adds value to the customer. In other words, "What's in it for me"?

The customer doesn't care about the mechanical feature of the hosting. What they do care about is how the catch all email can improve their life. Catch all email allows anything typed before the "@domainname.com" to go through the system and make it to the "primary" email box. The benefit of catch all email is that even messages with a misspelling in them make it through so you stay in contact with your customers. Every online business owner cares about that.

One of the most effective ways to derive benefits from features is to address problems or concerns your customers have. Let's turn our attention to the ebook industry for a moment and define some concerns these customers might have.

When publishing an ebook, the concern is primarily about getting the information across to readers. It needs to be in a format they can readily access. While reading the sales copy for some ebook compilers, the phrase "no reader required" came up. This is a feature. It didn't mean much to me until I read the benefit

The benefit of "no reader required" is that the software is complete within itself. Unlike some ebook compilers that require the ebook purchaser to download special software in order to view the book, this

## Feature Your Benefits

feature offered the benefit of being all-inclusive. As soon as the book was downloaded, the customer could begin reading without further delays. That spoke to the concern and answered the question, "What's in it for me".

As you can probably tell by now, the benefits are what make a difference to your customer. The benefits – more or less – explain why the feature is important. This is why benefits have selling power and most features do not.

Here are a few steps you can use when working with the features vs. benefits equation:

1. List the features of your product or service. (Catch All Email.)
2. Next, list the concerns or needs of your customers. If you don't know... ask them. (Being able to get emails even if misspellings or other mistakes occur.)
3. Next, ask yourself, "Why does this feature matter to my customer"? Write your answers on the list. (Catch all email allows you to stay in touch with your customers.)
4. Finally, take it one step further. As yourself, "What problem or concern can this feature address"? (You can know that any email sent to `anyname@domainname.com` will make it through to you.)
5. Write down the benefit.

By explaining your sales information in language the customer can understand you are helping them reach the point of purchase more quickly. So, the next time you create an ad, be sure to focus on the information that's important to your customers... benefits.

Butch Pujol offers a safe haven for online business owners. Whether you're a Newbie or a Pro, you'll find legitimate and safe Internet business solutions and tools that can help your company grow. Visit <http://www.safeinternetbusiness.com> today. Karon Thackston is President of KT & Associates who offers targeted copywriting, advertising assistance and ezine article services. Karon's Web site is located at <http://www.ktamarketing.com>.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**