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

Features and Benefits Brainstorming

By Catherine Franz

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This is it what I use BEFORE I begin to write any marketing copy or launch any new product or service. You can complete this with the by-hand method listed here or use the form that I've created (available in the FORMS section of our web site, <http://www.abundancecenter.com/forms/main.htm>).

I complete this exercise even when I think I'm sure that I have it done. The mind plays some funky games, by redoing this exercise, my thoughts zone into what I'm working on, and my mind becomes razor sharp.

In other words, if I am writing marketing copy and I do this every day for many different projects, even though I did the exercise yesterday for the same project, I repeat it without looking at the previous version. Almost every time something new emerges that surprises the ding-dongs out of me. This works on the principle that when you dump it on a page, your mind becomes free to allow what is underneath to rise to the top.

By Hand Method

On a new sheet of paper, draw a vertical line down the center into two columns. Title the left column "Features" and the right "Benefits."

Let's first start by listing the features. Leave the Benefits for after you dumped as far as you can at this sitting. Features are the adjectives that describe the

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product or service.

Here is a few questions that will help speed your progress:

- * What does it look like?
- * What does it do?
- * How does it help?
- * What unique advantage does it offer?

How is it different from other products/services?

Your goal is to list at least 10 features.

Now let us switch to the "Benefits" column. Here you need to describe the outcome (results) of each feature. They need to describe the results of the feature you listed. If you don't come up with anything, ask yourself if that is really a feature. If not, scratch it out and keep moving down.

Here are a few questions to get you started:

- * How does that particular feature bring value to the customer?
- * Will they sleep better, eat better, make more money, or what better because they have it?

Next, contact some prospects or past customers (not current customers). Ask them to identify the benefit they see in your product/service. Usually they can give you benefits you could not see. This is usually an eye-opening experience so don't skip over it.

Now, number each of the benefits in significant order from the prospect's perception. You can number them and then e-mail ten or so prospects, present and past customers, and ask them to number them. Then you can see how well you know your prospects. If you are way off to their perspective, then at least you know you need to get to see things from their viewpoint and you can work on that.

Finally, yet importantly, choose the top, number one, ultimate benefit that stands out. THAT, my friend, is the foundation of all of marketing and writing marketing copy. This isn't the end, now you need to build your marketing strategy around this ONE, repeat ONE, benefit. Don't make the mistake juvenile marketers make by expressing all the

benefits. This only confuses the buyers. Moreover, if your prospects are responding, "I need to think about it" more frequently then you prefer -- let this be your clue.

How To Use Brainstorming To Solve Your Money Problems

By Roy Primm

Advertising executive Alex F. Osborne first coined the word brainstorming in the early 1940s. Since then literally millions of ideas, products and services have been created.

Every institution from Fortune 500 companies to Universities and Government agencies, have used the principle of brainstorming.

Fact: For every product in your home or office, chances are a person or group of people brainstormed about it.

They brainstormed on how best to create, market, sell, manufacture, advertise, or distribute it. This is how powerful brainstorming is.

One of the best things about brainstorming is that it can be used by anyone. You dont have to be a C.E.O or army general. You can gain from brainstorming if youre a housewife, janitor, student or unemployed.

Yes, you can use the principles of brainstorming for the largest project or the smallest project.

You can use it to plan a million-dollar ad campaign, or use it to plan what youll have for dinner tonight.

Practice the following steps. You'll soon be amazed at the ideas and solutions your fabulous brain will give you.

7 Steps For Effective Brainstorming Sessions

1. The brainstorming session can be done with one person or one hundred people. The rules are the same. The only requirement is the participants should know about the problem, business, product or subject of the brainstorming session.
2. Dont use critical thinking. Critical or judgmental thinking slows down or kills the creative process at this stage. Because as hard as you may try, you can only think one thought at a time. When your creating you cant judge and when you judge you cant create.
3. Keep the session light, loose and free spirited. Humor has been known to help oil the wheels of our creativity. A large portion of our creativity is released through our humor.
4. Make sure you have a pencil and paper to write down any and all ideas, or if youre in a group,

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designate someone to write down the ideas.

5. Its best to set a minimum length of time or amount of ideas you want to get out of each

brainstorming session. Setting a goal helps everyone to focus; it also helps everyone avoid wandering minds.

6. Write down the problem, the goal, or the subject at the top of a piece of paper. For example, Ways To Attract More Customers. Next number each idea you or the group comes up with. Write down every idea, the good, the bad, and even the ugly. Remember, the goal is to get as many ideas listed on paper as possible.

7. Next evaluate the most do-able ideas and take action.

Thats the 7 tips for effective brainstorming sessions. Follow them and watch the ideas flow.

Roy Primm (The Niche Man) has written hundreds of articles on the power of a small niche. Learn more of his niche creation secrets that build wealth. To read his free report go to

How To Use Brainstorming To Solve Your Money Problems

Using Brainstorming to Find Keywords

The Benefits Of Solar Water Features

Features and Benefits: Which is Which and Why Do I Need to Know the Difference?

Features vs. Benefits – The Mystery Revealed

The Antioxidant Benefits Of Coffee

Collectible Manager Pro Software

101 tips to stay fit and live longer.

Webcam Watcher

Stamp Collector Software



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