

Turn Your Features into Benefits - Brainstorming Worksheet

Not all features can be expressed as benefits - but try something for ALL of them - you might be surprised with what you come up with.

The more reasons you can give viewers to want your product, the more likely they will turn into purchasers.

Don't worry if it's a bit hard the first time - it gets more fun and a lot easier, with a little practice.

List the features - then add "so that" and fill out a few possibles - for either the buyer, the receiver, or the item itself - Do a few of each type for each feature.

If you have a range of products which are variations on the same base item, then many of these feature/benefits will apply to them all - you don't have to re-invent these for each one - just change some details to suit each product.

From the buyers point of view

From the receivers point of view

From the Item's point of view

List ALL your features Here	so that you . . .	so that they . . .	so that it
1			
2			
3			
4			

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Now take the best ones and turn them around. Make a conversational sentence with the benefit written before the feature details.

ie "You can (benefit) because (feature)" "They will find (benefit) as it is (feature)" " It will (benefit) when (feature)"

Lastly, Now that you know what message you want to tell, Can you re-word the sentences to make the words flow better, to remove any ambiguousness, or to add any other part of the benefit? - Keeping the emphasis on Benefits (with the feature mentioned) and from the Purchaser's point of view.

Congratulations, you've done it! - Now just add these to your listing description.