

From Features to Benefits

One of the problems that many business owners have is describing their goods in ways that their customers care about.

This exercise is designed to help you bridge that gap.

In the box below, list all of the features of one of your products or your service.

Features:

Ex: Up to 600 Mbps data transfer rates

1.

2.

3.

4.

5.

Customer benefit:

Ex: No more buffering of video while watching movies

1.

2.

3.

4.

5.