

Extracting your benefits worksheet

Benefits Worksheet

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FIRST EDITION

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Benefits Worksheet

Extracting Benefits for your product or service worksheet

List the benefits of your product

3 essential ingredients of compelling, credible benefits:

1. Features – What your product does / what it has
2. Results – What results that feature produces
3. Benefits – Why this makes your customer feel good

“Summary: The difference between features vs benefits

1. *Features are facts about products or services; they add credibility and substance to your sales pitch*
2. *Benefits give customers a reason to buy because they explain how your product or service improves their lives*
3. *To translate features into benefits, answer the question “So what?”*

Source: [Enchanting Marketing](#)

Benefits Worksheet

The So What method

Feature: eraser on one end

So what? You can easily correct mistakes. No need to have to grab a new sheet of paper.

Feature: Graphite core encased in a wooden cylinder

So what? If you happen to press too hard and break the tip, no problem. Just sharpen the pencil and you can be back to writing in no time flat. Even if you break the pencil in half, you can still sharpen it and get to work.

Feature: It's yellow

So what? It's easy to find and differentiate from your pens and other writing instruments. Save time, since you don't need to be fumbling through a bunch of stuff to locate it.

Source: [Crazy_Egg](#)

Benefits Worksheet

Example

Feature	Results	Benefits
What does your product do? How does it do it?	What results does this get for the customer?	Why does this make your customer feel good?
• Taught by a social media marketing expert	• Shares the same training as offered to Fortune 500 companies	• Confident that the training is high-quality
• Delivered in 2 weeks	• Can start marketing online and seeing results quickly	• Excited about increasing their business
• Step-by-step video tutorials	• Makes it easy to see how to use social media tools	• Peace of mind that they will be able to follow the advice / instructions

Source: [Amy Harrison](#)

Benefits Worksheet

How to use the chart below

Use the chart below to list your features.

List up to 5 features of your business or service. Ask so what to get the result. Next, ask so what again to get the benefit.

What does your product/service do? How does it do it?

We use the latest technology for our chiropractic patients.

So What? » »

What result does this get for your customer?

This adjusts the spine needlessly without pushing and pulling.

So What? » »

How does this make your customer feel good?

My customer can return to playing with his grandson the same day.

Benefits Worksheet

Feature	Results	Benefits
What does your product do? How does it do it?	What results does this get for your customer?	Why does this make your customer feel good?