The 3 Key Componenets
You Must Get Right To Sell Online

Know Your Product:
Benefits

Know Your Product

The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

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Benefit

A **Benefit** is something that a feature give or provide to the prospect.
(so that..)

Feature/Benefit

Gives your feet a refreshed feeling even after hours of walking.

Keeps your feet cool in the summer and warm in the winter

Limits unwanted odors

Allows your shoes stay clean and look new longer

Makes walking and running easier and gives you more stamina

ONE SHOE 12 FEATURES

The V-Tex has 12 features that make it the best shoe for all of life's adventures.

Breathable nanotech knit

Heat resistant

Cold resistant

Waterproof

Anti Bacterial

Ultra comfortable Cloud insole

Stain Proof

Lightweight

Vegan friendly

360 3D Knit

Sand Proof

Wind Proof

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We're going to find benefits for every feature we outlined in the feature step.

But instead of just 1 benefit for each feature, we're going to find **three levels of benefit.**

These **deeper benefits** are designed to help the prospect feel the emotion or and see themselves using your product or service.

Three Levels of Benefits

Surface Benefit - First level, normal benefit
Emotional Benefit - How the benefit makes you feel
Example Benefit - The benefit in a real world example

Running Shoe Example
Feature/Benefit Sentence Example

Feature - Light weight

Surface Benefit - Makes walking and running easier

Emotional Benefit - You feel a boost in energy.

Example Benefit - From the moment you start your run in the "XTrack Running Shoe" your feet will feel lighter and faster.

Running Shoe Example
Feature/Benefit Sentence Example

Feature - water proof
Surface Benefit - So your feet stay dry
Emotional Benefit - No one likes the feeling of running in wet socks.
Example Benefit - So when you're caught off guard and find yourself running in the rain or step in that puddle… don't worry. Your feet will stay dry so you can enjoy your run no matter what.

Consider Some Benefits...

1 / 8

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STOP HERE

1. Write down three levels of benefit for every feature you listed.

2. Rank each feature/benefit with #1 being the best (or most desirable) to your prospect.

Next Up...

Know Your Product: *Pricing*

The 3 Key Componenets

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Know Your Product: Benefits