The 3 Key Componenets
You Must Get Right To Sell Online

Know Your Product: Features

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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The Marketing Elements

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A Feature Is A **Fact** About Your Product/Service.

…A Piece, Part, Or Element (Details, Specifications)

Features

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

Features Can <u>Feel</u> Like Benefits When We're Familiar With The Product...BUT...

Features ≠ Benefits!

Feature Examples

1 / 8

Available Colors:

ALIENWARE AURORA RYZEN™ EDITION R10 GAMING DESKTOP

★★★★⯨ 4.4 (2382) Ask a question

AMD Ryzen™ 5 5600X (6-Core, 35MB Total Cache, Max Boost Clock of 4.6GHz)

Windows 10 Home English

NVIDIA® GeForce® GTX 1660 SUPER™ 6GB GDDR6

8GB, 1x8GB, DDR4, 3200MHz, XMP

1TB 7200RPM SATA 6Gb/s

Dark Side of the Moon chassis with Low-Profile Smart Cooling CPU Heatsink and 550W Power Supply

Ports & Slots

Estimated Value $1,119.98

$1,109.99

⊘ Price Match Guarantee

As low as $34 /mo.^ | Get Pre-Qualified | Apply for Credit
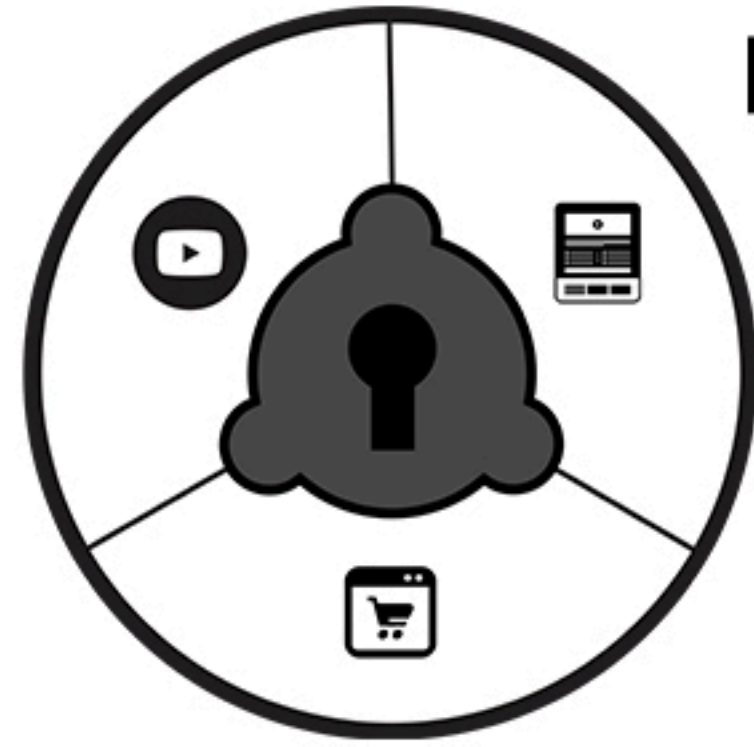
Add to Cart

STOP HERE

Dig deep and write down every feature you can think of for your product/service.

(Spend some serious time and thought on this. Better to have written down too many features than to miss some!!)

Next Up...

Know Your Product: *Benefits*

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