



Benefit Bullets

Quite often, when business owners create or offer a product/service, they are excited about their new addition. They can't wait to share it with potential customers so they add information about the features, specifications, and technical details. That's great but...

Potential customers really want to know is how it will benefit them and why they should buy. Listing the benefits gives customers a reason to buy. They explain how the product or service improves their lives and connect to your customer's desires to your product/service.

Make those benefits easy to see and stand out by adding them in a bulleted list, with plenty of white space around the section. The fact of the matter is that if you don't tell potential customers what's in it for them and bullet point those reasons, they won't be buying from you but from your competitor.

While we can't give you a full list of benefits that apply to your products and services, we can share examples and help you understand the difference between features and benefits by showing you what your customers want to see in the benefits column. Be sure to mix the two with a little persuasive copy.

Feature	Benefits
Use half as much as other brands.	- Save money for other things
Low calorie	- Better health, less weight gain
Opt-in copy included	- Save time, less work
Step-by-step instructions	- Save money, build skills and confidence
#1 recommended ____ by [expert type].	- Safety, boost confidence
____ done for you	- Save time, less work, more free time
You keep all the profits.	- Make money, save money
We've included some promotional tools.	- Make money, more sales, less work
# ____ formats to meet your needs	- Satisfaction, compatibility

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Instant delivery	- Save time, quick access, more free time
Large-font type	- Easy to read, less eye strain
Money back guarantee	- Safety, satisfaction
Precision port cutouts in phone case	- Full-function ports, less frustration
Order online - open 24 hours	- Convenient, safe, economical
Clickable index	- Easy to search, convenient
Multi-platform support	- Use on multiple devices, convenient
Generates and remembers long passwords	- Efficiency, security, less stress
Automatic software updates	- Less stress, no tech skills needed
Friendly, knowledgeable support staff	- Stress relief, satisfaction
FAQ – Frequently Asked Questions & Tips	- Info on demand, find answers quickly
Custom organize materials	- Personalize to needs, advanced usability