

Blancminge

Features lack flavour. Use *benefits* to increase sales!

People don't buy products and services because of the features. They buy into the *benefits*.

When they're deciding whether to buy an ebook people want to know what's in it for them. So if you're clever you'll tell them up front. If you highlight the benefits early on, people are less likely to lose interest before they've 'got' your message. If you make the benefits ultra-clear, people can't misunderstand.

A feature without a benefit is about as much use as a one legged man in an arse kicking contest. A family car might offer air bags as a standard feature. Jolly good. But so what? The *benefit* of having air bags in is that everyone in the car is safer. If there's an accident they know they'll be protected. You're not selling airbags. You're selling a way for people to keep their loved ones safe.

In effect, your benefits sell your features. Lead your sales proposition with the benefits and your message suddenly has real power. Here's some examples to make the difference 100% clear:

Feature

My ebook is about making money.

My ebook is about caravans.

My ebook is about SEO

My ebook is about beauty.

My ebook is about wildlife.

Benefit

My ebook shows you how to get rich!

Read my ebook and you'll be able to make an informed decision when you're ready to buy your first caravan.

It shows you how to make your website more visible to search engines.

Get masses of hints and tips about being beautiful!

You can teach your kids to appreciate and respect the natural world.

