

Write Benefits That Clearly Illustrate Why Visitors Would Be CRAZY Not To Buy Your Product

Customers don't really buy products and services. So what is it that customers really buy? They buy one of two things:

1. Solutions to their most difficult problems
2. Ways to achieve their most important goals

These two components are called "Core Benefits." These are the benefits that are so important to your customers that they can't do without them. Once you've identified these Core Benefits, marketing your products or services becomes far easier.

If I understand the worst problem you face and offer you a solution to that problem, and my competitor simply wants to sell you something, whether it addresses your most pressing need or not, who are you going to choose to do business with? When presented this way, the answer is completely obvious.

That's why benefits are the meat of all advertising copy. Think about what exactly you can do to make your customer's life easier, better, or more enjoyable. What crucial problems do they have that you can solve? What do they desperately want that you can deliver? How can your product make them feel recognized, special, or appreciated?

The most compelling benefits are the ones you'll stress in your salescopy. Showing your customers how they can save time or money, achieve a worthwhile goal, avoid or solve a crucial problem, and make their lives easier and better is what sells products and services.

1. What are the major benefits your customer gets from your product?

The difference between a feature and a benefit is this: A feature is something the product does, while a benefit is something it does *for you*:

- A **FEATURE** is one of the components or functions of your product or service. For example, if your toothbrushes come packaged with glow-in-the-dark toothpaste, that's a feature -- *not a benefit*.
- A **BENEFIT** is something your product or service will do for your buyer to somehow offer a solution to a problem. So if your toothbrushes that come with glow-in-the-dark toothpaste make stubborn kids thrilled to brush their teeth before they go to bed, *then* you've got yourself a benefit!

Are you following me? An online real estate agent advertising "*real-time mortgage calculations*" is advertising a feature of her site; however, if she writes, "*Avoid wasting time haggling at the bank with my real-time mortgage calculator,*" then she's advertising a benefit.

Emphasizing benefits is **the number-one most overlooked rule of copywriting**, and this lack of emphasis is one of the top reasons advertising falls flat.

If this sounds a little complicated, just keep in mind that benefits are directly related to features. You can usually list all of your features first and then go through your list and identify the corresponding benefits.

Here are some examples of features and their corresponding benefits:

Fact/feature: Deluxe Autowasher reduces water use.

Benefit: You save money.

Fact/feature: Wash, wax, and rinse with the same unit.

Benefit: Extremely easy and convenient to use. You save countless hours every month.

Fact/feature: Sturdy, polished aluminum construction.

Benefit: Unit will last longer, saving you money for years and years.

As you can probably tell, doing a thorough job of researching benefits is an absolutely critical task, because the benefits you deliver to your customer are the driving force of any salescopy. Your goal when creating your list of benefits is to list every possible advantage your customer gets by using your product.

2. What major benefits do your customers get from doing business with you rather than doing business with your competition? Or from your product rather than your competition's products?

When you determine which benefits you offer that your competition doesn't, you gain a powerful marketing advantage. This advantage is your USP, or Unique Selling Proposition.

What sets you apart from the pack? Why do your customers prefer to do business with you rather than someone else? Your USP can be something about your company or your product. But like every aspect of marketing, it's always stated from the standpoint of how it benefits your customer.

Some of the possible USPs of your product include the following: best price, best service, largest selection, highest quality, strongest guarantee, exclusivity, elevated status, or serving specialized groups.

A clearly defined USP helps you position your company or product in the market. It can also be the major theme of your salescopy.

Maybe you're thinking you don't have a USP... Or that your type of business doesn't have or need a USP.

Don't kid yourself! Every business has distinct benefits over its competition. You just may not be aware of what they actually are, or you may have been delivering them for so long that you take them for granted.

Here's a tip on how to identify your distinct benefits. Call up 10 or 20 of your best customers. Ask them why they prefer doing business with you rather than someone else.

Listen carefully. After completing five or six calls, a pattern will emerge. You'll become crystal clear on which benefits make your customers prefer doing business with you.

By the way, if there is more than one reason, ask your customers to rank them in order of importance. This gives you more fuel for your marketing fire!

One last point: If you're starting a new business, you must have a key benefit that will give you a major edge over your competition. If you haven't yet identified what key benefit you'll be using to attract new business, you're not yet ready to open shop.

If you open a new business without a benefit that will position you over your competition, you're in danger of being out of business fast. Poll some of your likely customers. Find out what would motivate them to change from your competition to you. Then use that to define your USP.

3. Lock in your credibility with an "insider's" benefit

Regardless of how terrific your product is, if you can't convince people that you or your company can be trusted... that you're worthy of doing business with... that you understand your customers as well as they understand themselves... you're going to have a difficult -- if not impossible -- task in trying to get them to do business with you.

First, you have to thoroughly prove that your product delivers (and hopefully over-delivers) everything you've promised it does. But equally important, you must prove that you are worthy of your customer's trust.

A great technique for locking in credibility is to provide a benefit that addresses one of your customer's deepest concerns. By doing this, you make the customer feel like you're on their side - - so they see you as a trusted friend who won't take advantage of them like so many other marketers have.

Here's an age-old example that you'll probably recognize. Insurance companies know that people hate to be "sold" with high-pressure tactics by some slick sales person in a burnt-orange polyester suit. So when they advertise, the smart insurance companies include a line that says:

"No salesman will call"

This is smart marketing. It shows that you understand and acknowledge a deep inner concern your customer has. And by doing so, it makes it easier for the customer to choose to do business with you and no one else.

4. Give your customers a powerful "bullet list" of benefits they get by using your product

Bullet lists do a great job of selling for you. By loading up on value here, you create stronger and stronger desire on the part of your customer. You give them a ton of emotional fuel to drive their buying decision and match that with dozens of reasons they can use to logically justify their purchase. This is a powerful combination that's hard to beat.

In addition to loading up on value, there are two more reasons for creating a bullet list of benefits:

1. Your customer is hungry for all the information you can provide on how they can solve their problems and improve their condition by using your product... And it's your duty as a customer-oriented marketer to give your customers what they need.
2. It makes your benefits easy to recognize, even if your reader only scans your salesletter.

Even with the best research and years of experience, you're often making an educated guess. You never really know for sure, until you've tested everything, which benefits are really going to persuade your customers to dig deep into their wallet and part with their hard-earned money.

It's true that you can determine your major benefit fairly accurately. But it's often the other supporting benefits that help your undecided readers to decide in your favor. So every benefit that's worthwhile should be presented for your reader to consider.

In order to pack as much selling power as possible into your benefits, the trick is to present your benefits in action. For example...

- "This course teaches you how to become a better gardener"

... is passive. Instead, open with a dynamic action word to pump some real life into your benefit.

- "Master every gardening technique you'll ever need to turn a yard full of weeds into a flower-filled paradise!"

Do you see the difference? "Master" is a very active word. And it forces the words that follow to be presented in an active format rather than a passive format. Or, put more simply, it really works to get your customer's blood pumping!

Bullets like this focus on powerful benefits and really stir up the drive to purchase in your customers. They help customers envision themselves enjoying the wise decision they made to purchase your product. And that will stimulate a lot more sales.

One last piece of advice on bullet lists: Spend a lot of time creating and fine-tuning your bullet list of benefits. They really are critical to making the sale.