clear. simplified. your own.

Module 2: Messaging In Action
the marketing and messaging class

BUILD A CLEAR AND CONNECTED FEATURE DESCRIPTION

EXERCISE #5

Compelling Features

Describing, in a compelling way, what your potential client gets when they buy from you helps them really see what your product or service can do for them.

You are connecting the dots for them, instead of leaving it up to them to figure that out and perhaps miss the amazingness of what you offer. In this busy, noisy world you want to make it easy for your potential client to get the information they need to make a good decision for them.

You want the descriptions of your features to:

1. Clearly describe what it is
2. *Be attractive*.
3. Include benefits and results.
4. Not oversell and not undersell.
5. Align with you and your message.

Take each offer one at a time. For *each* offer you have…

1) *List out all the features of that offer*

2) *For each feature list all the benefits of that feature.* What will that do? How will that help them? What does it provide? What problem does it solve? At this point you're not in crafting mode. You are simply brainstorming all the benefits.

3) *Write your feature description.* You want to build a clear and connected feature description that makes it easy for your customers to say "yes, this is what I want, this is for me" if it is what will help them.

   For each feature in a multi-feature offer, you will want to write a sentence (or two) that clearly and attractively describes what they'll get, either directly or indirectly as a result of this feature.

4) *Add your compelling name and evaluate how it works altogether.* Put it altogether. Is it coherent? Are you missing anything? Are you repeating the same thing too much? Does it flow? Check in - does it meet the criteria listed above?

5) *Is your message in there?* Does it feel like you? Does it feel good to you? Does it say what you mean? (Or are you holding back? Making yourself small?) Tweak as necessary.

6) *Run your offer(s) with name + description past your business coach and colleagues.* Tweak as necessary!