

Features and Benefits

Below, list the features that define your business products or services. Describe each feature and list the benefits each item offers to your customer.

What is your Product or Service?

List of Product / Service Features	Description of the Features (What does it do? What is it for?)	Benefits	Emotional Benefit (Why would the customer care about this?)
<i>Example: Lip Gloss - Unique Formula</i>	<i>- Made with a new patent-pending ingredient</i>	<i>- Will last up to 12 hours</i>	<i>- You look and feel beautiful all day</i>

Now write a concise description of the features and benefits your product/service, emphasizing the reasons people will want to buy from you. (This should be included in your Business Description.)

What problem or need are you filling and what is unique about your offering? (This should be included in your Business Description.)