

Features vs Benefits

Customers don't buy features. They buy the outcome those features create.

The Conversion Rule

- Feature = what it IS or what it DOES
- Benefit = what the customer GETS or FEELS
- Always translate: 'This means you...!' or 'So you can...!'

5 Feature-to-Benefit Examples

- Feature: 10-module video course -> Benefit: Learn at your own pace without scheduling conflicts
- Feature: 24/7 email support -> Benefit: Get unstuck fast, no waiting for office hours
- Feature: Handmade with organic ingredients -> Benefit: Feel good about what you put on your skin
- Feature: 60-minute coaching call -> Benefit: Walk away with a clear, personalized action plan
- Feature: Templates included -> Benefit: Skip the blank page and start with a proven structure

The Benefit Stack

- Lead with the emotional benefit (how they'll feel)
- Follow with the practical benefit (what they'll achieve)
- Support with the feature (what makes it possible)
- Example: 'Feel confident on camera (emotional) -> Book more clients (practical) -> With our 5-lesson video framework (feature)'

Quick Test

- Read your sales copy aloud — does every sentence answer 'So what?'
- If a line describes what the product IS, rewrite it as what it DOES for the buyer
- Ask a friend: 'After reading this, do you know what you'd GET?'

Every feature on your sales page should pass the 'So what?' test — if the customer wouldn't care, rewrite it as a benefit.