**Identify Product Benefits**

**What is a product feature?**

1. Part of your product or service
2. Fact about what you offer
3. Answers the questions, “What is it? What does it do?”

**What is a product benefit?**

1. Positive impact of your product or service
2. Effect the product or service has on your customer
3. Answers the question, “Why should I care?”

**Instructions**

1. List features of the product or product concept.
2. Identify the corresponding benefits of each feature.
   1. Ask yourself, what effect does this have on my customer’s life?
   2. Ask yourself, what positive emotion does this create or what negative emotion does it eliminate (or both)?

| **Feature** | **Benefit** |
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**Remember**: People buy benefits, not features. Use the list of benefits you create in your product marketing materials.