
Generate Interest in Your Product Ideas

A Step-by-Step Tutorial



By Linda Pollock

How to Write a Benefit Statement Continued

Describe the Benefit of a Specific Feature

Look at your list of features and tell me why it is of benefit to me. Why do I care about that feature?
What will that feature do for me?



For example:

Feature = battery operated

Benefit = portable, take it anywhere, no plug-in required

Answer How Your Product Addresses a Need

A benefit statement typically addresses at least one of the following needs, so start by answering this question:

If I buy your product or service, how will it...

How will it...	Examples
...make me money?	Earn money from home
...save me money?	Reduce costs by 25%
...save me time?	Clean in half the time
...make me look better?	Whiter teeth, fresher breath
...make me feel better?	Move freely without pain
...solve a specific problem?	Melts in your mouth, not in your hand (M&M's)

Notice, none of these benefit statements describe what the product is (i.e. colorful candy-coated chocolate) but they tell you what the product will do for you.

Fun With Headlines

Why create from scratch? A fun activity is to review existing headlines and advertisements and substitute your product idea into the existing headline. Magazine covers are a great source for this because their headlines are designed to immediately grab your attention. Since covers have a limited amount of space, the headlines are brief and they are written to intrigue you to purchase the magazine to find out more.

Tips for Writing the Statement

Speak the language of the industry. Look in stores and online to see which words manufacturers in your industry use. How are they presenting their ideas (are they solving a problem, increasing your income, etc.)? Use industry words in your benefit statement and on your sell sheet.

Benefit Statement Examples

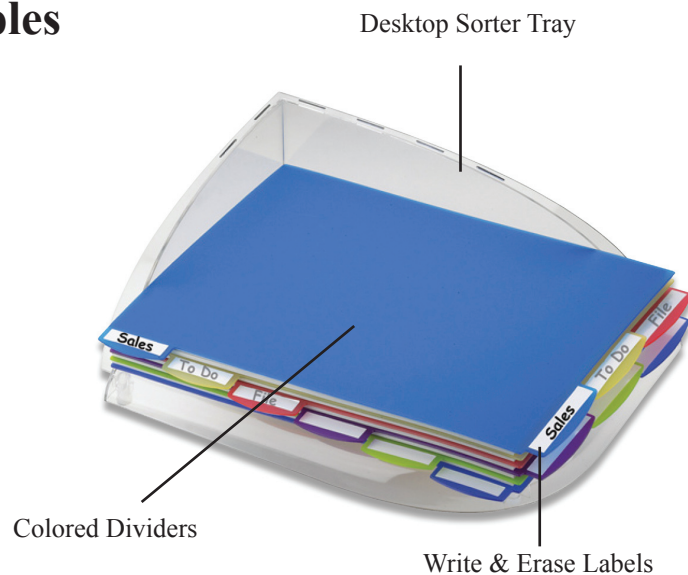
A benefit is a one sentence description that says what the product will do for you.

- More Hits Than Google – *Rapala*
- Cut Your Grocery Bill in Half – *SavingsAngel.com*
- Melts in Your Mouth, Not in Your Hands – *M&M's*
- When it Absolutely Positively has to be There Overnight – *FedEx*
- Our Minnows Never Die – *Rapala*

Feature Statement Examples

A feature statement tells about the product itself.

- My product is a desktop sorter.
- It has a tray and colored dividers.
- The dividers have dual tabs.
- Each tab has a write & erase label.



Turning a Feature into a Benefit Statement



Feature: There are pockets on the life vest.

Benefit: Carry items in the vest so you don't have to bring a tote.

Benefit Statement: Bring your Tackle, Not the Box.

Ways to Show the Image



Close up

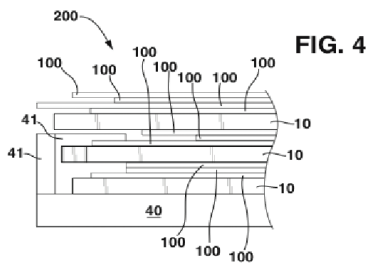


As it appears on store shelf



In use

Power of a Photo vs. an Illustration



VS.



VS.



Sell Sheet Progression – Actual Product Packaging

1 Tray
Porte-fiches
Bandeja

6 Dividers
Intercalaires
Intercaladores

Letter Size
Format lettre
Formato carta

Pendaflex
PileSmart
Organizer Tray
Porte-fiches organisationnel
Organizador de bandeja

TRAY Included
Porte-fiches inclus
Incluye la bandeja

Sort Piles Of Paper
Pour le classement des piles de papiers
Para clasificar rumas de papeles

Write & Erase Tabs
Onglets d'écriture effaçables
Índice para escribir y borrar

Angled Tray Keeps Piles Neat
Le porte-fiches en angle maintient les piles à l'ordre
La bandeja angulada mantiene las rumas ordenadas

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What to Notice

- Portrait page orientation
- Photo takes 1/3 page
- They use a variety of ways to show features: star, call outs & circles
- Font is san-serif
- Minimal words
- Their logo is small
- They use primary colors



As a Graduate of the inventRight program and an award winning inventor, Linda guides others through the product development process.

Through seminars, consulting, coaching, products and writing, Linda uses an interactive educational approach to help her clients to create what works for them.

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Inventing Rocks! is the musical way to learn the inventing process and a fun way for kids to learn that their ideas can rock the world.

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