

3. Outline the benefits

Measurable results

What will your customers have more of? What will they have less of?

What's the 'key performance indicator' of the output of your focus product?

Can you put a precise number on the output they're likely to see? A range, a percentage?

Emotional results

How will your customer feel different after they work with you?

What do they need from your product or service in order to feel that feeling?

If they couldn't access your products or services, what would they do instead, to feel that way?

What frustrations do they have, in connection with this interest, that are most pressing?

If they could wave a magic wand and fix those frustrations, what would life look like?
