

HOW TO DESIGN YOUR BENEFIT STATEMENT

Having a benefit statement puts the spotlight on the customer and the experience they will receive by using your products or services.

Customers show an interest in your business because they have a need to be met or a problem that needs solving.

Find the unique features of your product and service and list out all the things it will do to improve the client's life.

1. Outline a future state your products or services will resolve for a customer
2. What results will be produced for the customer by using your products or services. Make it measurable
3. What is the one thing you can do really well for them
4. What is your uniqueness as a company that differentiates you from your competitor.

A benefit statements purpose is to speak to your client from their perspective. You are the guide to helping them solve their issues.

Describe how you will help them get to the end- result or solve their issues and paint the picture of how all of that will look for them (the feeling they will get when it does get resolved).