

# Deepen Benefits to Drive Sales

**E**very purchase comes from an emotion that made a buyer want something deeply enough to get it. It doesn't matter if the product or service is for personal or professional use.

No one wants the right dry fit shirt just to stay temperature controlled. They want it to:

- Make their kids cozy so that their first fishing trip leads to more.
- Stay out long enough to get beautiful pictures in perfect light.
- Keep their rescue crews safe enough to stay focused.

Assuming you know exactly who your target prospects are for every product or service you offer, focusing on one big benefit is the key to connecting with them emotionally and increasing your sales online.

## Find The Biggest Benefit

Taking time to find and write about the biggest perceived benefit for each product or service is the most overlooked aspect of "optimized" copy. It's one reason why the web is littered with keyword laden pages that fail to sell. It's the most important thing a writer can do to set you apart from competitors.

To find the big benefit for each product or service, try asking "So What?". State the primary reason you think your customers decide to buy. Then ask, "So What?". Answer that question, then ask "So What?" again. Keep doing this until you get to the biggest benefit of all.

**For instance:** Mountain rescue responders want dry fit shirts and undergarments to stay comfortable in extreme weather conditions.

**So What?:** Beating extreme weather conditions makes mountain rescue responders safer under constant exposure to possible heat stroke or hypothermia.

**So What?:** Staying safe under heat stroke and hypothermia conditions means more people get rescued and more mountain rescue responders make it home.

**The Big Benefit =** Dry Fit for Mountain Rescue: Everybody Comes Home

## Use Features to Seal the Deal

Just as touching something in a physical store makes you more likely to buy it, creating an emotional connection online does the same thing. But while ALL purchases start with the heart, prospects need reasons to justify their decision to buy. They might also need to convince family, friends, co-workers and bosses.

Make your emotional big benefit connection, then use well-written product or service features to close the deal.

**For instance -** Dry fit shirts and undergarment special features:

- Unique nanotechnology for increased breathability, insulation and moisture wicking.
- Fire and ice resistant material.
- Double-reinforced stretch seams.
- Field tested tear and puncture resistant fabric.
- Lifetime guarantee.
- Made in the USA.

Emotional connection = commitment. Get this right for every product or service you offer and watch your profits rise, brand loyalty grow, and customer referral marketing take off!