

Always Be Communicating Value

Features → Benefits → Value

Features - how it works

Distinctive characteristics of a Product – what it is
Service – what it does

Benefit -how it helps

fast
fair price
quality
convenience
simplified
guarantee
superior service
well-designed
customized
entertaining

Value - needs that are met

save time
save money
reliability
avoid hassle
ease of use
peace of mind
confidence
attractiveness
uniqueness
fun

Examples

Use this feature	to...	So you can..
Listerine mouthwash – kills germs	Have fresh breath, whiter teeth	Get a date
Smartphone fingerprint sensor	Protect your information	Be Secure
Automobile air bags	Deploy in an accident to protect you	Be Safe
Adjustable mattress	Customize firmness	Sleep and be Comfortable
Office chair pneumatic height adjustment	Customize chair to be ergonomic	Be Healthy
Life Insurance	Provide for loved ones	Have Peace of mind
Dollar Shave Club delivers affordable quality razors	Get convenience at a fair price	Save money, save time, avoid hassle

AIM: Attract, Inspire trust, and send a Message that communicates value

Attract → ♥

Personal
Emotional
Novel
Story



Choose

- Colors
- Fonts
- Images



Create

- Business cards
- Logo
- Tagline

Connect

- Social media
- Email
- Website



Personal Branding

What you do. Often expertise or skills	Benefit -how it helps	Value - needs that are met
Design interactive training	New employees on-board quickly	Increased reliability, save time

Describe Value Provided	Look at...	Quantify results w/numbers
Challenge Action Result Examples	Projects Accomplishments Skills Expertise	Saved, served, sold, supervised Time Amounts Money made Percentages