## Sample Needs, Features, and Benefits

<table>
<thead>
<tr>
<th>Product</th>
<th>Targeted Segment</th>
<th>Need</th>
<th>Feature</th>
<th>Benefit</th>
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Developing a Unique Selling Proposition

• For (target market)
• Who (statement of need or opportunity)
• The (business name) is a (product/service category)
• That (key benefit)
• Unlike (primary competitive alternate)
• Our business (primary differentiation)
• Is available (where)
• For __________________________________________

• Who _________________________________________

• The ____________________________________is a ________________

• That _____________________________________________

• Unlike __________________________________________

• Our business ______________________________________

• Is available _______________________________________
Six Sentence Advertising Strategy*

• Primary Purpose
  – What is the primary purpose of our ad?

• Primary Benefit
  – What unique benefit can we offer customers?

• Secondary Benefit
  – What other key product attributes support our unique product benefit?

• Target Audience
  – At whom (what market segments) are we aiming this ad?

• Audience Reaction
  – What response do we want from our audience?

• Company Personality
  – What image do we want to convey in our ads?

*Adapted from Effective Small Business Management  An Entrepreneurial Approach by Norman M. Scarborough and Thomas W. Zimmerer