SCINTILLA

THE ULTIMATE GUIDE TO GENERATING
BUSINESS IDEAS,
PRODUCTS,
AND SERVICES

Extras

ROBERT GAINES

Features Versus Benefits

Selling your car online? Pitching your business idea to an investor? Should you emphasize the features, or the benefits? Knowing which to use, and when, can make the difference between success and failure.

Features: Attributes, functions, or characteristics of a product or service. Features describe what the product or service **is** or **does**. Features help explain the technical aspects or components that make up the product. A smartphone's features might include a 24-megapixel camera, 1TB of storage, a 5.8-inch display, and water resistance up to 5 meters for 60 minutes.

Features fall into many categories but function and design are major components. A list of features would feed right at home on a datasheet. Imagine standing inside the store trying to decide between two different brand lawnmowers. If they seem too similar, you'll dive into the technical specifications. How much gas does each hold? This will affect both the weight and the run time. What is the cutting width of the blades? A blade four inches longer means it requires less passes to finish your yard, but comes at the cost of more weight and fuel consumption.

A list of features is similar to a resume. Placed side by side with another applicant, the one with the better specs may land the interview. What if both applicants are equally matched? You call them both in for an interview. We'd like to think the more skilled person would get the job. However, research indicates how the applicant made the interviewer feel is a major factor. Look up "halo effect" or "similar-to-me" bias for the less than scientific ways people get chosen for jobs.

Whether your product pitch to an angel investor gets selected is also subject to these same arbitrary mechanics of decision making. You'll still need to provide a solid list of features whether it is a resume or selling your service to a prospect. This is especially true if you need to break a tie with another applicant or competitor.

Scribbly Man Games

Understanding how to convey the benefits can engage the emotional part of the brain. Once the emotions are engaged, people will walk away from the spec sheet the same way an HR manager ignores the more qualified candidate. Don't let a competitor's inferior product outsell you just because they are better at communicating benefits.

Benefits explain why the features matter to the customer. Think of them as the positive outcomes the customer gains from using the service. Right now, there is a craze internationally for a peptide called semaglutide. The news stories and advertisements don't rabbit on about the size of the injector, the dosage, the science behind peptides, or the intricacies of regulating blood sugar. The pitch is usually something like "One injection a week. People report an average weight loss of twelve pounds in the first 90 days."

What is the implication? It is FAST and EASY! They are selling it as the magic bullet everyone is waiting for. They further lean into the benefits by showing a person holding up a dress three sizes larger than what they are wearing, then casually tossing it away. Implication? You will look great and feel great! Did the pitch work? You bet it did! Some statistics suggest one in eight Americans have taken the injection. It was so popular is caused shortages. The success was not due to the relentless marketing pushing the benefits alone.

At the end of the day people still needed to lose the weight they were promised they'd lose. The data suggests they did, which has further solidified its popularity. Don't get discouraged if your idea isn't as groundbreaking. If you have something that adequately gives pleasure or removes pain you should do fine. You can always refine what you are offering or package it with something with more punchy benefits.

If you want someone to part with sixty dollars or six thousand, it needs to be clear in the mind of the prospective buyer what's in it for them. Features are the "what" and benefits are the "why". Look at the same product characteristic thorough the lens of each. Feature: This laptop has a 10-hour battery life. Benefit: You can work all day without needing to charge, giving you the freedom to be productive wherever you are.

Anytime you feel stuck, go back through *Scintilla*. The purpose of the book is to re-wire your brain to solve exactly these kinds of problems. Start with Chapter Eleven and move forward from there to assist with idea revisions. You may come to the conclusion to set aside an idea and start fresh. Chapter Eight can help with start with a blank slate. *Scintilla* was designed for you to regularly return to the source material for inspiration and recalibration.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."
- Maya Angelou

Scintilla by Robert Gaines

SCINTILLA

THE ULTIMATE GUIDE TO GENERATING BUSINESS IDEAS, PRODUCTS, AND SERVICES

How do you come up with a business idea from scratch? Scintilla answers that question. Are you a business owners looking to add exciting products to your lineup, let Scintilla help. Want to break away from a dull job and start your own venture, read Scintilla. Whether you want a storefront or travel the world as a digital nomad, you need a good idea to get started. If you are already employed at an innovative company, you'll learn to become an indispensable intrapreneur with Scintilla.

Even if you don't consider yourself creative, the practical steps presented here will lead you to discoveries. There are also great data-driven tips for you to extract ideas that are already publicly available. You'll learn new ways to uncover ideas just by understanding how to analyze what is already on the market. You can also use Scintilla to master creating the perfect environment to generate breakthroughs.

Scintilla is more than a book, it is a community, join us and make something great!

About The Author

Robert Gaines is a US Army veteran and entrepreneur with a degree in Business Management from the University of Louisville. Robert is the host of the Free Time Mastermind podcast, featuring interview-style content for entrepreneurs. He is also the curator of the Free Time Mastermind Group, where business professionals assist one another in their pursuit of success. Visit www.freetimemastermind.com for information on bookings, bonus material, interviews, and more.