

WRITING COMPELLING BENEFIT STATEMENTS

by Jody Johnston Pawel, LSW, CFLE

Traditional social service publicity materials are in the form of flyers and brochures that are very pretty but only describe *what* the organization offers (programs/services), *who* offers it (their qualifications) and to *whom* they offer it (the target market). People read it and ask themselves, “What’s In It For Me?” If *all* of our communications do not answer this fundamental question, then our pretty materials are pretty ineffective!

The #1 Secret to Writing Dynamite Publicity Materials: Stress Benefits, not Features¹

One of the most effective ways to communicate how you help people is to use the proven-effective technique of using compelling benefit statements. You do this by combining a *feature* with a *bridge* to a *benefit*:

- A **FEATURE** is a fact about your product/service. It is specific and easy to understand. Add statistics or numbers to build credibility.
- A **BENEFIT** is what you experience as a result of the feature It describes something people can take and use to meet their needs or solve their problems. It can be a tangible result or an emotional benefit.
- The **BRIDGE** is how you connect the feature to the benefit.

This will give you a *good* benefit statement. To get a *compelling* benefit statement, go deeper. Keep saying, “so that...” and describe, in sensual terms, what their life will be like when they achieve this goal or get this solution. What will they see, feel, hear, do? For an inspiring lesson in writing *these* kinds of benefit statements, listen to an audio by Julie Hunt, professional copywriter...the person who taught *me* how write to my client like he/she is sitting with me on the couch while we chat over a cup of cocoa:

<http://rt-leader.s3.amazonaws.com/expert-training/WritingBenefits-JulieHunt.mp3>

Exercise²: What are the features and benefits of you, your organization or product/service?

Feature = WHAT you do	+	Bridge	+	Benefit = HOW it helps
	+	...so that... Or switch order: “Benefit...by...feature”	+	
Benefit Statement:				
Go deeper! So that...so that...:				

¹ Excerpt from [Marketing Magic: Secret Tricks for Increasing Your Visibility and Success](#), ©2003, Jody Johnston Pawel, LSW, CFLE..

² Adapted from *How to Sell \$100,000 Training and Consulting Contracts*, by Michael St. Lawrence. OutSell, 1601 N. Sepulveda Blvd., Manhattan Beach, CA 90266, 310-937-1514, Outsell3@aol.com

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	+		+	
Benefit Statement:				
Go deeper! So that...so that...:				
	+		+	
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Jody Johnston Pawel, LSW, CFLE is a second-generation parent educator and award-winning author of a research-based parenting curriculum and book. Since 1980, she has trained parents and professionals and served as an expert to the media. In 1986, she founded a non-profit organization still going strong 25 years later. From 1992 to 2002, she coordinated a nonprofit prevention program. In 1993, she created Parent’s Toolshop® Consulting to offer her parenting services and resources worldwide. (www.ParentsToolshop.com) Since 1998, she has received comprehensive, advanced marketing training, served on the training teams of top marketing experts, and presented marketing workshops, articles and even textbook chapters on marketing to family life education professionals.

Profoundly impact more people, by using your natural relationship-building skills to market your services. Then you can do what you love *and* prosper abundantly.

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