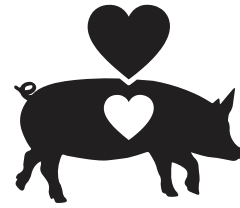


Features, Benefits, & SIZZLE!

There is too much direct and indirect competition out there. You cannot rely on just telling the world what you do and how it helps them fulfill their needs and wants. You must make them feel something. You must create a deep desire that only your product or service can fill. And that feeling must linger long after the sale.

Features tell the world what you do. Benefits explain the logical reason for doing business with you. But the SIZZLE justifies the purchase at a deep emotional level, gets them to sign on the dotted line, and entices them to send referrals your way.



**WHAT'S YOUR
BACON?**
MASTER HAPPINESS

Competition

US

Features

--

What I'm Giving

--

Benefits

--

What they're Getting

--

SIZZLE!

--

What they'll Remember

--