

Features and Benefits Copywriting Question Development Worksheet

	Feature		Is	Did	Can	Would	Will	Might
Who			so that...	so that...	so that...	so that...	so that...	so that...
What		Benefits ...so that...						
Where								
When								
How								
Why								

Directions: List the features down the left. Answer each question across the top row creating a benefit for each square. Develop more benefits and add a "so that" after each features. Benefits are what your product or service does or gives the client. Example: "My tripod has a level bubble so that is it easy to level on uneven ground so that they can maintain good footing so that they enjoy their walk in the woods so that they reduce stress so that they maintain good health."

_____, so that, _____. These types of run-on sentences allow you to explore all options of what the customer is seeking by using your product.