

# Benefit To Buyer or What's In It For Me?

By Livvie Matthews

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Benefit to buyer. In a nutshell, how your product will benefit the buyer - using the right attitude - is 95% of marketing!

Marketing is not telling your reader about you and your product...marketing is telling the reader what your product can do (benefit) for them.

People buy on benefits (to buyer - "What's in it for me?") not on features. Think and market in terms of your products benefits to the buyer.

What makes benefits the deciding factor?  
Benefits make a difference in your buyer's life. Features, on the other hand, are just things your product will do.

Identify and research your target market. What do they want to know, what are their likes and dislikes, where do they go when they need help, what is it they need help with?

In short, how will this product make a difference in their life...what problem will it solve, what benefit will they reap.

Make a list of all the possible benefits your buyer will receive when buying your product. To use a tried and true phrase "Find a need and fill it", then make it easy to use and implement.

Often we make the mistake of creating the product first and then trying to fit the market to the product. When in fact, just the opposite is true. It may have been a good idea, but if there isn't a need, there isn't a market.

First, define your market and determine their need.  
Then create the product to fit the need (market).  
In the process if the need happens to hit their  
"hot button" (passion)...that's all the better!

Which brings us to another point...passion or enthusiasm.  
Enthusiasm is not only exciting, it is contagious! Use it  
in describing/marketing your products. Your buyers  
will get caught up in it. Your buyer may delay buying  
on "need", but "passion" requires instant gratification!

In this age of "instant gratification" people want  
information that gives answers...right now. The Internet,  
e-books and e-booklets are all excellent sources for  
marketing your information...instantly.

E-books and e-booklets, even printed booklets,  
by their very nature are designed to be short and  
to the point. This gives your buyer a clear,  
quick and precise message (instant gratification).

People love solutions. Let your readers know  
you solve their problems, you solve them fast  
and you can solve them....now.

Buyers will find it difficult to say no when you  
have given them an exceptional reason (benefit)  
to say....yes!

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Livvie Matthews helps individuals and businesses turn  
their knowledge into great-selling tips booklets.  
Her products and services include a how-to e-book  
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