



# **Making Your Voice Heard: How to Write Marketing Copy That Sells**

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## **Content Leader:**

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## Benefit Analysis

Feature	Advantages	Motives	Benefits	Evidence

**Feature:** List one factual attribute or characteristic of the product or service

**Advantages:** Describe what distinguishes the feature as unique or special. What makes this attribute special?

**Motives:** Motives describe what the features satisfy as a result of buying and using your “product.”

**Benefits:** What favorable or desired experience will the customer derive as a result of the feature and advantage? How will the member/prospect avoid pain or gain happiness?

**Evidence:** What anecdotal and actual data do we have to back up our claim?



