**Features & Benefits Worksheet**

**BRAIN PROGRAM #13: DON’T SELL ME**

**(from the book “Jump Start Your Brain”)**

***Don’t sell me*** is based on the premise that people hate to buy things. What they want is to have their basic needs and desires satisfied. As in:

*Don’t sell me clothes……Sell me attractiveness*

*Don’t sell me shoes………Sell me feet that feel refreshed*

*Don’t sell me books……….Sell me knowledge*

This exercise forces you to zero in on intangibles. It takes you right to your mission’s core, but from a variety of emotional directions.

Define the benefits (what will the customer gain from buying your product or service). Now complete the following statement regarding your own business.

**Don’t sell me** (your product/service in concrete terms) \_\_\_Chiropractic\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sell me** (your product/service in abstraction) \_\_Health\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Complete the statement as quickly as possible. Fill in the blank a dozen times or more. You are looking for the soft stuff. -the feeling, emotions, attitudes, results, consequences, secondary benefits, gut instincts, intuitions, and perceptions that drive your day-to-day existence.

Don’t sell me\_\_\_\_\_\_Chiropractic\_\_\_\_\_\_\_\_ Sell me \_\_\_relaxation\_\_\_\_\_\_\_\_

 Sell me \_\_\_youth\_\_\_\_\_

 Sell me \_\_\_\_\_relief \_\_\_\_\_\_\_\_\_\_

 Sell me \_\_\_\_\_strength\_\_\_\_\_

 Sell me \_\_\_\_\_knowledge\_\_\_\_\_\_\_

 Sell me \_\_\_\_\_initiative \_\_\_\_\_

 Sell me \_\_\_\_\_longevity\_\_\_\_\_\_\_

 Sell me \_\_\_\_\_body awareness\_\_\_\_\_\_

 Sell me \_\_\_\_\_reassurance \_\_\_\_\_\_\_\_

 Sell me \_\_\_\_\_professionalism\_\_\_\_\_

 Sell me \_\_\_\_\_\_\_\_\_\_

 Sell me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_