**FEATURES and BENEFITS**

Do this activity for each of your niche prospects

Niche Prospect 1:

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| Features/Services | General Benefits |
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Identify different kinds of potential customer types (based on size, industry, location, etc) and specify benefits specific to that kind of customer:

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| Features/Services | Customer Type | Specific Benefits |
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Niche Prospect 2:

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| Features/Services | General Benefits |
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Identify different kinds of potential customer types (based on size, industry, location, etc) and specify benefits specific to that kind of customer:

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| --- | --- | --- |
| Features/Services | Customer Type | Specific Benefits |
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Niche Prospect 3:

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| Features/Services | General Benefits |
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Identify different kinds of potential customer types (based on size, industry, location, etc) and specify benefits specific to that kind of customer:

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| --- | --- | --- |
| Features/Services | Customer Type | Specific Benefits |
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