

THE COPY POSSE

FEATURE TO BENEFIT CONVERTER

PRODUCT	FEATURE	WHY IS THIS FEATURE NOTABLE?	WHAT PROBLEM DOES IT SOLVE?	WHAT IS THE CORE PAIN POINT?	WHEN DOES IT MATTER THE MOST?	WHY DOES YOUR CUSTOMER NEED THIS?	BENEFIT
External Hard Drive	1 TB	More Storage Space / Backup	Lost Files	Lost Memories	Vacation / Baby First Steps	Peace of Mind / Trust	Never forget the day he took his first step.
Toy Story Talking Dinosaur	Batteries Included	Ready To Use	Extra Cost / Extra Trip To Store	Frustration / Disappointment / Anger	Christmas Morning / Birthday	Relief / Remove Stress	No disappointed child on Christmas morning.

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