

PRODUCT - FOCUSED PROOF CONTENT PLANNER

On the next page you will find a worksheet we created for you to help you plan out your Product – Focused Proof Content. Below are the instructions for filling out the worksheet.

This process lays out the step-by-step plan for you creating your Product-Focused Proof Content. Think about this framework as giving you direction on how to structure the actual post.

COLUMN 1: Write down one of your best selling PRODUCTS

- What are the products you want to focus on marketing in your content?
- Choose your best-sellers / products that are most unique / people want the most
- 🛠️ **TIP:** refer to your company website to find the Best Selling Products

COLUMN 2: Write down the FEATURES of that particular product (*WHAT*)

- List out 2 – 3 FEATURES that make the product different or unique
- What are the things that make that particular product unique
- 🛠️ **TIP:** look at what your company lists out first on your website for that product

COLUMN 3: Translate the features of the products into BENEFITS (*WHY*)

- Take those features and ask, ‘So what? Why does that matter?’
- The features only matter because they address a specific problem or need
- Real benefits connect to your customer’s desires, such as saving time; reducing costs; making more money; becoming happier, healthier, more relaxed, or more productive.
- 🛠️ **TIP:** ask your customers how the products have benefited them!

COLUMN 4: What’s the IMPACT that benefit would have on your IDEAL CUSTOMER (*HOW*)

- Now it’s time to think about your IDEAL CUSTOMER.
- How would that benefit POSITIVELY IMPACT your Ideal Customer’s life?
- The more specific you can be on this one, the more powerful the content!
- Brainstorm and write down anything that you can think of at this point

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PRODUCT	FEATURES (WHAT)	BENEFITS (WHY)	IMPACT (HOW)