

# What are your FAB Brand Ingredients?

## Focus on Emotional Advantages and Benefits NOT Features

Start by reviewing your unique Features, Advantages and Benefits with our downloadable "FAB" Template. This template is divided into three sections:

**Features;** facts or characteristics about your Company or Brand

**Advantages;** explain what the features do and what gives you an edge over your competitors

**Benefits;** answer why your prospective customers or clients should value the ADVANTAGES

You need to state why and how your brand provides value to their lives. Just because you know why your company will make your ideal customer's life better doesn't mean it is obvious to them.

## Company or Brand Name:

F

**FEATURES**  
(Functions)

A

**ADVANTAGES**  
(What gives you an edge)

B

**BENEFITS**  
(What takes away issues)

1

2

3

4

5

Describe your remarkable and unique company:

## Secret Sauce Thought Starter Tips:

QUALITY  
INTEGRITY  
ACCOUNTABILITY  
LEADERSHIP  
TEAMWORK



If these attributes are where you have ended up, you should go back to the drawing board and dig deeper. These are prerequisites for being in business.

