PROFILE HOOKS

Using your Customer Profile sheets, add a persona name to the top cell of each column and a feature/benefit to the first cell of each row. Write a brief direct hook for every profile suitable, considering how the message impacts on the pain points, challenges, goals and commitments.

REMEMBER: A feature is what a product or service has, a benefit is how a feature impacts on a customer's life.

	Profile 1:	Profile 2:	Profile 3:	Profile 4:	Profile 5:
Feature/Benefit:					
Feature/Benefit:					
Feature/Benefit:					
Feature/Benefit:					
Feature/Benefit:					