

CIAB Article

Sell the future, not the product: Why big feature lists aren't selling your products...

Customers will only buy if they feel the product will genuinely help them, this is done by connecting with them on a deep level. If your product descriptions, sales pages, and ads are ALL about the product, you're not going to sell. Writing about the product won't help sell it, you need to write about how it will serve your customers.

For people to take action, they need something positive to run towards (a dream state). What makes you think they would buy your product if they don't know how it will help them get there?

"Where do you see yourself in 5 years?" is a common interview question. But beyond that, it triggers introspection about the life people want to live, where they want to go, and who they want to be.

This introspection can trigger action, motivated by that end result.

Though it's common for most product sales pages to have a list of "features" that show how different it is from competitors, if it isn't obvious to the reader how it will help them get to that dream state; they're not going to buy.

A common marketing tactic is addressing the customer's question "What's in it for me?" which links the product to their desired outcome. But you can go one step further...

If you sell a product not on its features, but on its ability to facilitate attaining the dream state the customer wants, you'll be connecting with them on a much deeper level (and makes them more likely to buy).

This is called selling the 'need'. If someone wants to buy tweezers, you sell them the beautiful eyebrows they'll have. If someone wants to buy a coffee, you sell them the elimination of

fatigue/tiredness/lethargy, etc. So, stop listing out all the fancy 'features' your product has and start selling the dream state your customers are looking for.

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