

Benefit Bridge Words

Fuzzy
Comfortable
Stress Free
Happy
Confident
Special
Impressive
Wonderful
Awesome
Handled
Outstanding
Unique
Effective
Refreshed
Cool
Full
Peaceful
Relaxed
Secure
Important
Powerful
Pleased
Excited
Professional
Satisfied
Calm
Connected
Enthusiastic
Rejuvenated
Relieved

Note: You need to match few of these “benefit words” with the features of your product or service you’re selling.

Example: Our hotel setting- *feature* provides the perfect ambiance for your attendees to feel Relaxed- *benefit*