Which of the following two statements is a benefit and which one is a feature? Think about it before looking down the page to see the answer:

1. "This eBook also comes with two free videos on how to make money online within twenty four hours."
2. "This eBook comes with two free videos that will make sure you start earning money within twenty four hours of going online."

So did you get it right?

The first one was the feature, and the second one was the benefit. If you got the right answer, well done. In case you didn't, let's go back over the statements and see how this works.

If you read that first statement again, you will notice there is one very important thing missing from it:

"This eBook also comes with two free videos on how to make money online within twenty four hours."

The word 'you' is missing. This is incidentally a very good way of being able to tell whether you are giving people a feature or a benefit. If you have used the word 'you', then the chances are good that you have got a benefit.

The first statement tells us something about the eBook itself. Now that's wonderful, but it doesn't put the onus on the potential customer. You are telling them how great your book is, but you need to convince them that it has benefits for them, and that is exactly what the second statement does.

The best way to make sure you get this bit right is to make a list of all the features your eBook has. You can then go through that list and turn each one into a benefit.