

# GUMROAD PRODUCT BENEFITS & FEATURES WORKSHEET

## IDENTIFY YOUR PRODUCT FEATURES

Before you can explain why a product matters, know exactly what you are offering.

Features are factual characteristics: what the customer receives, how the product is made, what it contains, and what it allows them to do. Build an accurate **Feature Inventory** before trying to make the copy persuasive.

### 1. WHAT IS THE PRODUCT?

Start with the simplest description possible.

**Product Name:**

---

**Product Type:**

---

**Primary Purpose:**

---

---

### 2. WHAT DOES THE CUSTOMER RECEIVE?

List the actual deliverables. Be specific and use quantities when useful.

**Main Deliverable:**

---

**Additional Deliverable 1:**

---

**Additional Deliverable 2:**

---

**Additional Deliverable 3:**

---

---

**Additional Deliverable 4:**

---

**Additional Deliverable 5:**

---

**Additional Deliverable 6:**

---

### **3. HOW MUCH IS INCLUDED?**

Record the measurements that actually apply.

**Total Pages:**

---

**Total Files:**

---

**Total Templates:**

---

**Total Designs / Graphics:**

---

**Total Worksheets:**

---

**Other Quantity:**

---

### **4. WHAT FILE FORMATS ARE INCLUDED?**

File format can affect how the customer uses the product.

**Formats Included (PDF, PNG, JPG, SVG, XLSX, DOCX, PPTX, Canva, Other):**

---

---

**Why These Formats Were Chosen:**

---

---

## 5. WHAT ARE THE PRODUCT SPECIFICATIONS?

Record technical details that may matter to the customer.

**Dimensions:**

---

**Resolution:**

---

**Orientation:**

---

**Color Format:**

---

**Printing Size:**

---

**Other Important Specification:**

---

## 6. WHAT CAN THE CUSTOMER DO WITH IT?

Functionality is also a feature.

**Product Capability 1:**

---

**Product Capability 2:**

---

**Product Capability 3:**

---

**Product Capability 4:**

---

**Product Capability 5:**

---

## 7. WHAT CAN BE CUSTOMIZED?

If editable, identify exactly what can and cannot change.

**Customer Can Edit:**

---

**Customer Cannot Edit:**

---

## 8. WHAT MAKES THE PRODUCT CONVENIENT TO USE?

Think about features that reduce unnecessary friction.

**Convenience Feature 1:**

---

**Convenience Feature 2:**

---

**Convenience Feature 3:**

---

**Convenience Feature 4:**

---

## 9. WHAT DESIGN FEATURES MATTER?

Consider characteristics of the actual design or presentation.

**Design Feature 1:**

---

**Design Feature 2:**

---

**Design Feature 3:**

---

**Design Feature 4:**

---

## 10. ARE BONUSES INCLUDED?

Only list a bonus if it is genuinely additional to the core product.

**Bonus 1:**

---

**Bonus 2:**

---

**Bonus 3:**

---

**No Bonuses Included:**

---

## 11. WHAT USAGE RIGHTS ARE INCLUDED?

Licensing can itself be a meaningful product feature.

**License Type:**

---

**Important Permission - Customer May:**

---

---

**Important Restriction - Customer May Not:**

---

---

## 12. WHAT MAKES THIS VERSION SPECIFIC?

Identify useful characteristics that distinguish this version from a generic alternative.

**Differentiator 1:**

---

**Differentiator 2:**

---

**Differentiator 3:**

---

---

## FEATURE OR PROMOTIONAL CLAIM?

A feature is factual and verifiable. Promotional language may express an opinion without explaining what the product actually contains.

### Examples:

50 printable pages = Feature

Amazing value = Promotional claim

Editable Canva templates = Feature

The ultimate template collection = Promotional claim

### Find a Promotional Claim:

---

### The Fact Underneath It:

---

---

## BUILD YOUR MASTER FEATURE INVENTORY

Collect the strongest factual characteristics. Do not rank them yet.

### Deliverable Features:

---

---

### Quantity Features:

---

---

### Format / Technical Features:

---

---

### Functional Features:

---

---

---

---

**Convenience Features:**

---

---

**Design Features:**

---

---

**License Features:**

---

---

**Differentiators:**

---

---

**THE FEATURE ACCURACY TEST**

**Is it factually true? Can the customer verify or experience it? Is the wording specific? Have you avoided exaggeration? If not, rewrite or remove it.**

**Do not decide what matters most yet. First ask why the customer should care.**

# GUMROAD PRODUCT BENEFITS & FEATURES WORKSHEET

## TURN FEATURES INTO CUSTOMER BENEFITS

A feature tells what the product has. A benefit explains why that feature matters.

Use the repeatable chain **FEATURE -> WHAT IT DOES -> WHY IT MATTERS -> CUSTOMER BENEFIT**. The middle steps help uncover useful, supportable benefits instead of vague sales language.

### EXAMPLE

**Feature:** Undated planner pages

**What it does:** Pages are not tied to a calendar year.

**Why it matters:** The customer can begin at any point.

**Benefit:** Start using the planner whenever you are ready without losing unused months.

### BENEFIT CHAIN 1

**Feature:**

---

**What Does It Do?**

---

**Why Does That Matter?**

---

**Customer Benefit:**

---

### BENEFIT CHAIN 2

**Feature:**

---

**What Does It Do?**

---

---

**Why Does That Matter?**

---

---

**Customer Benefit:**

---

---

### **BENEFIT CHAIN 3**

**Feature:**

---

---

**What Does It Do?**

---

---

**Why Does That Matter?**

---

---

**Customer Benefit:**

---

---

### **BENEFIT CHAIN 4**

**Feature:**

---

---

**What Does It Do?**

---

---

**Why Does That Matter?**

---

**Customer Benefit:**

---

---

## **BENEFIT CHAIN 5**

**Feature:**

---

---

**What Does It Do?**

---

---

**Why Does That Matter?**

---

---

**Customer Benefit:**

---

---

## **BENEFIT CHAIN 6**

**Feature:**

---

---

**What Does It Do?**

---

---

**Why Does That Matter?**

---

---

**Customer Benefit:**

---

---

## **THE SO WHAT? TEST**

Read the feature, ask “So what?”, answer it, and ask again if needed.

**Feature 1:**

---

**So What?**

---

**So What Again?**

---

**Benefit:**

---

---

**Feature 2:**

---

**So What?**

---

**So What Again?**

---

**Benefit:**

---

---

**Feature 3:**

---

**So What?**

---

**So What Again?**

---

**Benefit:**

---

---

## **FUNCTIONAL BENEFITS**

How does the product make a task easier, clearer, faster, more flexible, or more practical?

**My Benefits:**

---

---

---

### CONVENIENCE BENEFITS

How does it reduce unnecessary steps or friction?

**My Benefits:**

---

---

---

### CHOICE & FLEXIBILITY BENEFITS

How does it give the customer more control?

**My Benefits:**

---

---

---

### EXPERIENCE BENEFITS

Describe the intended experience without guaranteeing emotional, medical, or psychological outcomes.

**My Benefits:**

---

---

---

### BUSINESS-USE BENEFITS

Focus on practical workflow advantages rather than guaranteed financial outcomes.

**My Benefits:**

---

---

---

**PAIR THE FEATURE WITH THE BENEFIT**

Strong listing copy often uses both.

**Statement 1 - Feature:**

---

**Benefit:**

**Combined Version:**

---

---

**Statement 2 - Feature:**

---

**Benefit:**

**Combined Version:**

---

---

**Statement 3 - Feature:**

---

**Benefit:**

**Combined Version:**

---

---

**Statement 4 - Feature:**

---

---

**Benefit:**

---

**Combined Version:**

---

**Statement 5 - Feature:**

---

**Benefit:**

---

**Combined Version:**

---

### **WATCH FOR FAKE BENEFITS**

Words such as easy, convenient, valuable, or amazing do not explain the advantage by themselves.

**Current Benefit:**

---

**What Does It Actually Help the Customer Do?**

---

**Stronger Version:**

---

**Current Benefit:**

---

**What Does It Actually Help the Customer Do?**

---

**Stronger Version:**

## **BUILD YOUR MASTER BENEFIT INVENTORY**

Collect the strongest benefits without ranking them yet.

### **Functional Benefits:**

---

---

---

### **Convenience Benefits:**

---

---

---

### **Flexibility / Choice Benefits:**

---

---

---

### **Experience Benefits:**

---

---

---

### **Business-Use Benefits:**

---

---

---

### **Other Customer Benefits:**

---

---

---

## **THE BENEFIT ACCURACY TEST**

**Does the benefit logically come from a real feature? Is it useful and specific? Can the product reasonably provide it? Avoid guaranteed financial, educational, health, or emotional outcomes.**

**Features provide the proof. Benefits provide the meaning.**

# GUMROAD PRODUCT BENEFITS & FEATURES WORKSHEET

## FIND YOUR STRONGEST SELLING POINTS

Not every feature deserves equal attention.

Identify the 3-5 customer-facing points that deserve the most attention. Evaluate candidates for **relevance, usefulness, specificity, differentiation, and credibility.**

### STEP 1 - BUILD YOUR CANDIDATE LIST

Choose up to 10 useful candidates from your feature and benefit inventories.

**Candidate 1:**

---

**Candidate 2:**

---

**Candidate 3:**

---

**Candidate 4:**

---

**Candidate 5:**

---

**Candidate 6:**

---

**Candidate 7:**

---

**Candidate 8:**

---

**Candidate 9:**

---

## Candidate 10:

---

### STEP 2 - RELEVANCE TEST

Would the intended customer actually care about this when deciding whether to buy?

**Candidate to Review:**

---

**Notes / Revision:**

---

---

### STEP 3 - USEFULNESS TEST

Does this point give the customer a practical or meaningful advantage?

**Candidate to Review:**

---

**Notes / Revision:**

---

---

### STEP 4 - SPECIFICITY TEST

Can the customer understand exactly what this means? Replace vague language with useful detail.

**Candidate to Review:**

---

**Notes / Revision:**

---

---

### STEP 5 - DIFFERENTIATION TEST

Does this point explain why this particular version may fit the customer?

**Candidate to Review:**

---

---

**Notes / Revision:**

---

---

## **STEP 6 - CREDIBILITY TEST**

Can the actual product support this claim?

**Candidate to Review:**

---

**Notes / Revision:**

---

---

## **THE 25-POINT SELLING-POINT SCORECARD**

Score 1-5 in each category. Maximum score: 25.

### **CANDIDATE A**

**Selling Point:**

---

Relevance: \_\_\_\_ / 5    Usefulness: \_\_\_\_ / 5  
Specificity: \_\_\_\_ / 5    Differentiation: \_\_\_\_ / 5  
Credibility: \_\_\_\_ / 5    **Total: \_\_\_\_ / 25**

**Notes:**

---

---

### **CANDIDATE B**

**Selling Point:**

---

Relevance: \_\_\_\_ / 5    Usefulness: \_\_\_\_ / 5  
Specificity: \_\_\_\_ / 5    Differentiation: \_\_\_\_ / 5  
Credibility: \_\_\_\_ / 5    **Total: \_\_\_\_ / 25**

**Notes:**

---

---

### **CANDIDATE C**

**Selling Point:**

---

Relevance: \_\_\_\_ / 5    Usefulness: \_\_\_\_ / 5  
Specificity: \_\_\_\_ / 5    Differentiation: \_\_\_\_ / 5  
Credibility: \_\_\_\_ / 5    **Total: \_\_\_\_ / 25**

**Notes:**

---

---

### **CANDIDATE D**

**Selling Point:**

---

Relevance: \_\_\_\_ / 5    Usefulness: \_\_\_\_ / 5  
Specificity: \_\_\_\_ / 5    Differentiation: \_\_\_\_ / 5  
Credibility: \_\_\_\_ / 5    **Total: \_\_\_\_ / 25**

**Notes:**

---

---

### **CANDIDATE E**

**Selling Point:**

---

Relevance: \_\_\_\_ / 5    Usefulness: \_\_\_\_ / 5  
Specificity: \_\_\_\_ / 5    Differentiation: \_\_\_\_ / 5  
Credibility: \_\_\_\_ / 5    **Total: \_\_\_\_ / 25**

**Notes:**

---

---

---

## STEP 7 - LOOK FOR OVERLAP

Your highest-scoring points may still repeat the same core advantage.

### Which Points Overlap?

---

---

### Which Version Is Strongest?

---

---

## STEP 8 - CREATE A BALANCED TOP FIVE

A useful mix can include deliverable, practical, convenience, differentiation, and expectation points.

### #1 Selling Point:

---

---

### Why It Matters:

---

### #2 Selling Point:

---

---

### Why It Matters:

---

### #3 Selling Point:

---

---

### Why It Matters:

---

### #4 Selling Point:

---

---

**Why It Matters:**

---

**#5 Selling Point:**

---

**Why It Matters:**

---

### **NOW CHOOSE THE TOP THREE**

If the customer remembered only three things, what should they be?

**Must-Remember Point #1:**

---

**Must-Remember Point #2:**

---

**Must-Remember Point #3:**

---

### **MATCH THE SELLING POINT TO THE RIGHT PLACE**

Plan where each point belongs: opening, product image, description, details, FAQ, or license section.

**Selling Point #1:**

---

**Best Placement:**

---

**Selling Point #2:**

---

**Best Placement:**

---

**Selling Point #3:**

---

**Best Placement:**

---

**Selling Point #4:**

---

**Best Placement:**

---

**Selling Point #5:**

---

**Best Placement:**

**PRIORITY BEATS QUANTITY**

**You do not need twenty reasons to buy. Lead with what matters most, support it with specifics, and move secondary information to the appropriate section.**

# GUMROAD PRODUCT BENEFITS & FEATURES WORKSHEET

## BUILD YOUR BENEFITS COPY BANK

Turn your strongest selling points into copy you can actually use.

The same benefit may need different wording depending on placement. A bullet is short. A paragraph explains more. A product image may need only a few words. The underlying benefit stays the same.

### START WITH YOUR TOP THREE

**Primary Selling Point:**

---

**Secondary Selling Point:**

---

**Third Selling Point:**

---

### 1. WRITE SHORT BENEFIT BULLETS

Useful structure: [Feature] + [practical benefit].

**Bullet 1:**

---

**Bullet 2:**

---

**Bullet 3:**

---

**Bullet 4:**

---

**Bullet 5:**

---

**Bullet 6:**

---

## 2. WRITE FEATURE + BENEFIT STATEMENTS

Try: [Feature], so you can [benefit]. Or: With [feature], you can [benefit].

**Statement 1:**

---

**Statement 2:**

---

**Statement 3:**

---

**Statement 4:**

---

**Statement 5:**

---

## 3. BUILD A WHY IT IS USEFUL SECTION

Use straightforward, specific customer language.

**Why It Is Useful:**

---

---

---

---

---

---

#### 4. BUILD A WHY YOU WILL LOVE IT SECTION

Use this more promotional heading only when it fits the product and brand. Keep the copy specific.

**Why You Will Love It:**

---

---

---

#### 5. WRITE A BENEFIT PARAGRAPH

Connect related features and benefits in a natural paragraph.

**My Benefit Paragraph:**

---

---

---

---

#### 6. WRITE A PRIMARY SELLING-POINT STATEMENT

Communicate the biggest practical reason to pay attention.

**My Primary Selling-Point Statement:**

---

---

---

#### 7. CREATE PRODUCT-IMAGE CALLOUTS

Translate full benefits into short, clear phrases.

**Selling Point 1 - Full Benefit:**

---

---

**Image Callout:**

---

---

**Selling Point 2 - Full Benefit:**

**Image Callout:**

---

**Selling Point 3 - Full Benefit:**

---

**Image Callout:**

---

**Selling Point 4 - Full Benefit:**

---

**Image Callout:**

---

**Selling Point 5 - Full Benefit:**

---

**Image Callout:**

---

## **8. WRITE SHORT PROMOTIONAL SNIPPETS**

Use grounded copy for previews, social posts, email mentions, graphics, and Gumroad updates.

**Feature + Benefit:**

---

**Product + Primary Use:**

---

**Differentiator + Product:**

---

**Deliverable + Practical Advantage:**

---

## 9. BUILD COPY FOR DIFFERENT CUSTOMER QUESTIONS

**What Do I Get?**

---

---

**What Can I Do With It?**

---

---

**Why Is That Useful?**

---

---

**What Makes This Version Specific?**

---

---

**Is It Easy to Use?**

---

---

**Who Is This For?**

---

---

**What Should I Know Before Buying?**

---

---

## 10. CREATE YOUR CORE BENEFITS BLOCK

Build the core benefits language for this specific product.

**Product:**

---

---

**Primary Benefit:**

---

---

**Supporting Benefit 1:**

---

---

---

---

**Supporting Benefit 2:**

---

---

**Supporting Benefit 3:**

---

---

**Primary Differentiator:**

---

---

**Important Expectation:**

---

## **11. MATCH THE COPY TO THE PLACEMENT**

**Top of Listing:**

---

**Description Body:**

---

**Product Image 1:**

---

**Product Image 2:**

---

**Product Image 3:**

---

**Product Details:**

---

**License Section:**

---

**Short Promotional Copy:**

---

## 12. BUILD YOUR REUSABLE BENEFIT PHRASE BANK

**Preferred Feature + Benefit Structure:**

---

**Preferred Benefit-Bullet Structure:**

---

**Preferred Why-It-Is-Useful Heading:**

---

**Preferred Product-Image Callout Style:**

---

**Preferred Primary-Selling-Point Structure:**

---

**Preferred Promotional-Snippet Structure:**

---

### THE BENEFITS COPY QUALITY CHECK

- Every benefit comes from a real feature
- Product quantities and specifications are accurate
- Strongest benefits connect to customer needs or uses
- Vague phrases are replaced with useful details
- Differentiators are factual
- No unsupported financial, health, emotional, or educational guarantees
- License benefits match the actual license
- Benefit bullets are easy to scan
- Repetition is removed
- Strongest benefit receives prominent placement
- Technical specifications remain where they belong

### YOUR FINAL BENEFITS COPY BANK

**Primary Selling-Point Statement:**

---

---

**Best Benefit Bullet:**

---

---

**Second Benefit Bullet:**

---

---

**Third Benefit Bullet:**

---

---

**Best Feature + Benefit Statement:**

---

---

**Best Benefit Paragraph:**

---

---

**Best Image Callout:**

---

---

**Second Image Callout:**

---

---

**Third Image Callout:**

---

---

**Best Promotional Snippet:**

---

---

## **FEATURE -> BENEFIT -> PRIORITY -> COPY**

**Features describe the product. Benefits explain why the customer should care. Selling points identify what deserves attention. Copy communicates those points clearly.**

### **Color Me Crazy Club**

**Practical resources for creating and selling better digital products.**

**Join Weekly Build Drops for new resources, real experiments, and behind-the-scenes lessons from building a digital-product business.**