

### Features & Benefits Activity

- You are sitting on a chair. List the “features” and “benefits”. For every feature, create at least one benefit.

Feature	Benefit

- Now do the same for your company/services...

Feature	Benefit

### Work Your Personal Network Activity

Write down all the names of people you know who immediately come to mind (Don't prejudge or prequalify people) – feel free to go through your iPhone!

Go through professions – doctors, chiropractors, banker, plumber, barber, etc. and write down the names of people you know

Go through associations – religious, political or business affiliations and write down the names of people you know

Identify a recorder and write down your group member's name and their "ideal" job

Choose one person from your table who will be the "job seeker" (based on ideal job they identified)

Go through lists you developed earlier and identify who could help and how