

“SO WHAT?” Activity

Look for objects around the house. Choose one object and pick a feature. Place the feature in the left column, then ask yourself the question, “So What?” Put your answer to the question in the right column, which would be your benefit. Examples are shown in the template below.



FEATURE	BENEFIT
<ul style="list-style-type: none">• 2 oz. container • Made from denim	<ul style="list-style-type: none">• Small enough to store in a bag or purse • Since denim is a more durable fabric, your product will last longer