

Want more dancers in your club? Use FAB!

What is FAB?

FAB is a proven selling technique whose initial letters mean:

F = Feature  
A = Advantage  
B = Benefit

A FEATURE is what the product "is". Square dance ads often mention only features: exercise, fun, friends, music. Features are easy to identify. Most features are nouns. While square dancing indeed offers many great features, persuasion requires much more than just features.

An ADVANTAGE is what the product "does". Sometimes an advantage compares your product to competing products. Advantages are often modifiers: faster, better, friendlier. For example, square dancing is not just exercise: it's fun exercise. Square dancing isn't just friends: it's lifelong friends. Advantages are great, but persuasion requires more than just advantages.

A BENEFIT is what the Feature and Advantage will do FOR YOU. Benefits explain the main thing your prospect wants to know: "What's in it for ME?".

Benefits sell

People buy benefits. Think about a store selling beds. But nobody actually wants a bed. People buy a bed to get the benefit they want: a good night's sleep.

Likewise, nobody wants to buy "exercise". They don't even want "fun exercise". Instead, "at the annual office party, I want to look better than that flirty girl from accounting".

Nobody wants "music". They don't even want "a wide variety of music". Instead, they want to "feel your stress melt away while you sing or hum along to your favorite songs from past and present".

Benefits make it personal. Benefits make it persuasive. Benefits spell out what the product actually does ... for ... YOU.

Take a good honest look at your square dance advertisements.

Surely you will see many Features. Square dancing is exercise, music, friends, a mental challenge, fun, sociability, etc.

Occasionally you'll see Advantages: easier exercise, all kinds of music, more fun than other activities.

How often do you see Benefits in square dance ads? How often do we describe what square dancing does for the reader? Can you come up with ways to put yourself in their shoes, and describe exactly what square dancing will do for them?

Examples: You'll be happy. You'll feel energized. You'll feel a closer tie to your community. You'll look better. You'll get (or stay) in shape the FUN way. et cetera

What is BAF?

Let's step FAB up a notch and talk about BAF. BAF is Benefit-Advantage-Feature. It's the same as FAB, except BAF mentions the benefit first. With today's short attention spans, it makes sense to mention the benefit early in the conversation.

FAB example:

- Feature: Appalachian Mountain Girl on Chinook Records features an authentic bluegrass band.
- Advantage: Live instruments stir up more down-home happy energy than synthetic instruments.
- Benefit: You'll have happier dancers and they will admire your keen ear for good music.

Same thing, except BAF:

- Benefit: Do you want happy dancers who admire your good taste in music?
- Advantage: Choose music recorded by a live band and specifically produced for square dancing.
- Feature: Appalachian Mountain Girl on Chinook Records features a real bluegrass band. The guitarist is Doug Davis, owner/producer of Chinook Records. Don't delay! Get your copy right now at [www.chinookrecords.com](http://www.chinookrecords.com)

Other BAF examples:

Want a memorable and fun night out, while spending none of your hard-earned money? Come to our once-a-year Free Community Dance!

Tired of feeling tired? Gain energy, balance and ease of movement, the fun and exciting way, through American Square Dancing.

Looking for a fun exercise so you can get (or stay) in shape with your partner or your whole family (ages 11 and up)? Square dancing is good, clean, all-American fun. You can try it yourself, next Tuesday evening.

When's the last time you made a new friend? The average adult has made zero new friends in the past five years. Would you like to easily rise above that average?

What's in it for me?

People don't buy features or advantages. They buy benefits. So, start spouting benefits! Instead of describing what square dancing is, describe what it does, and specifically, what it does for your prospect:

Look more toned and attractive.  
Have more friends.  
Enjoy life more.  
Become mentally sharper.  
Proudly support your local community.  
Improve your health.

Get FAB

Would you like more people at your beginner sessions? Focus on benefits! Every time you talk to people about square dancing (whether in person, social media, advertising, etc.) think FAB, and focus on the benefit. Explain what square dancing will actually do for your prospect..

FAB. Feature. Advantage. Benefit. Features Tell. Benefits Sell !