Pippin Copywriting

Making words work for you

Features and benefits part one

Imagine that Healey's is your local corner shop. Imagine that you are their target customer. What are the benefits of the following features?

Healey's is open from 7am until 11pm Monday to Saturday

Healey's stocks fresh local produce

Healey's also stocks store cupboard items such as rice, pasta, tins and bleach

Healey's has been established for 30 years and is a family-run business