

## Hot Button Exercise

Your Hot Buttons are the differentiators that make your business stand out from the competition. You will want to make sure the you emphasize actual benefits to your target prospect, not just a list of platitudes. You can feature your Hot Buttons on your marketing materials and websites to build value with your prospects.

Example:

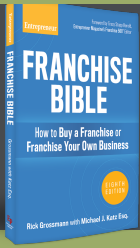
- Bad Hot Button (platitude) – *#1 marketing department in the industry*
- Good Hot Button – *24/7 professional marketing department to help you beat your competitors and become the obvious choice in your local marketplace.*

Exercise:

Pick five Hot Buttons and write them out for your business. Let others read them and give you feedback. Use the Feature, Advantage and Benefit exercise to help you formulate the messaging.

Hot Buttons

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



FRANCHISE  
BIBLE STUDY

my  
franchisehub™

Launch your franchise success plan • MyFranchiseHub.com

5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_