SELF MODEL

Use the SELF Model to stretch the value out of every feature of your product or service. Start with what it does (**functional** approach) then bring in the **logical** points (key facts, price, results). Next, go to the **social** box (who else has used your product, where's the proof) and finally end with the **emotional** approach (a case study or story to bring your feature to life).

SOCIAL

EMOTIONAL

LOGICAL

FUNCTIONAL

START HERE