

Speed Up Your Writing with an Impact Table

Get to the heart of what will motivate your prospects by filling in the impact table below. To learn more about impact tables, read Amy Harrison's post on Big Brand System, [Why You Need an Impact Table to Write Better Copy \(Waaay Faster\)](#).



Features <i>List as many product or service features as you can think of in this column.</i>	Impact or Results <i>Why should the customer care about the feature? List the reasons below.</i>	Emotions <i>What emotions will the customer associate with the impact or results they get from each feature?</i>