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**FRAMEWORK**

# MAP THE STORY BEHIND THE FEATURES

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# Strong product messaging doesn't start with specs.

↓
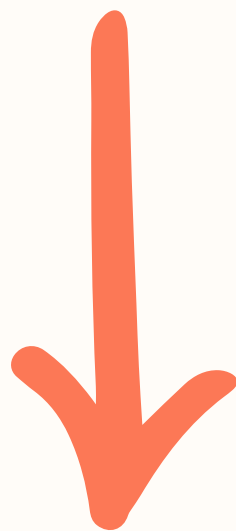
# It starts with strategy.
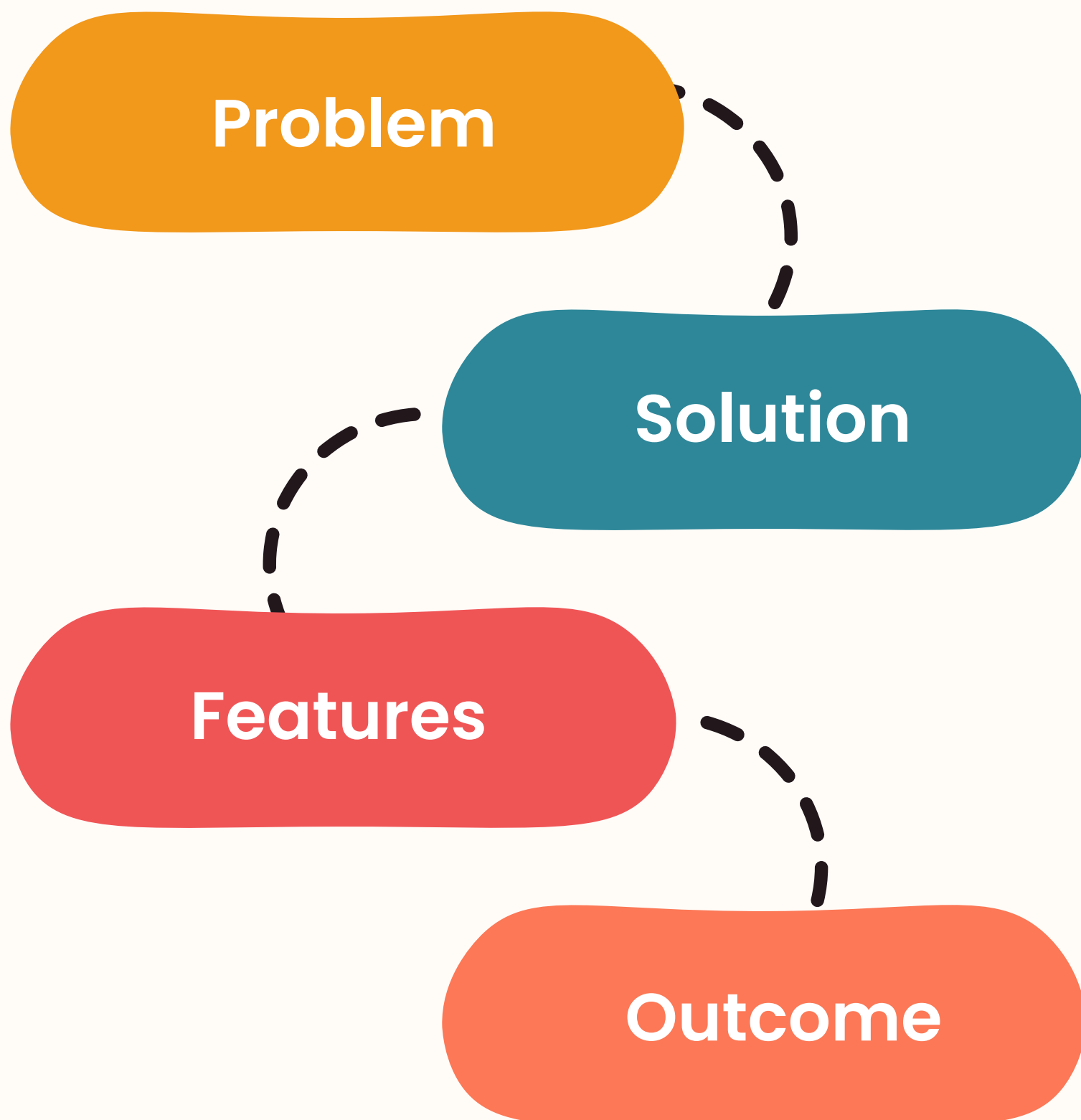
# What is feature mapping?

**Feature mapping connects product capabilities to buyer outcomes.**

It helps you answer:

- What pain does this feature solve?
- What does it enable for the buyer?
- Why should anyone care?

It's the behind-the-scenes work that fuels your product story.

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# Feature mapping process

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Problem

Solution

Features

Outcome

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## Why it matters

**Most product pages fall flat because they list features without context.**

This framework ensures your message actually resonates.

- ✅ Anchors features in buyer pain
- ✅ Frames value by outcome
- ✅ Builds confidence and clarity

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# What it looks like (e.g.)

## This structure turns product details into a compelling narrative.

Product Example: a platform for automated employee onboarding

**PROBLEM**

New hires take too long to ramp

**SOLUTION**

Automate and personalize onboarding flows

**FEATURES**

Task sequences, role-based templates, Slack integration

**OUTCOME**

Faster onboarding, higher new-hire productivity

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## Common mistakes to avoid

**Pitfalls we see all the time:**

✕ Leading with features instead of problems

✕ Dumping every capability with no structure

✕ Vague outcomes like "improves performance"

✓ Start with pain
✓ Map features to value
✓ Show what success looks like

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# Want the full breakdown?

✅ Advanced use cases (multi-product, multi-audience)

✅ Real-world SaaS examples

✅ Bonus tips and pitfalls to avoid

## Read the full guide

**beelinemarketing.co/blog/feature-mapping**

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## Book a call

Ready to turn your feature list into a story that sells?

Let's build your messaging map—together.

Contact me to get started.

**Let's talk!**

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