

25 INTANGIBLES THAT ADD VALUE

AUTHENTICITY	Offer the real thing
AVAILABILITY	Make it easy to get anywhere, anytime
BELONGING	Offer a sense of community
CLARITY	Make it very easy to understand
CERTAINTY	Remove all doubt about its benefits
CONTROL	Put the customer in charge
CURATION	Act as tastemaker on behalf of customers
DELIGHT	Deliver more than reliability
FINDABILITY	Make it easy to see, choose, or discover

25 INTANGIBLES THAT ADD VALUE

FLEXIBILITY	Be eager to accommodate requests
GUIDANCE	Add support, learning, or interpretation
HOPE	Offer a chance at future success
IMMEDIACY	Give quick delivery or priority access
INCLUSIVENESS	Allow customers to contribute
LIGHTNESS	Eliminate weight or density
OPTIMISM	Make customers feel positive
PATRONAGE	Help customers support a cause

25 INTANGIBLES THAT ADD VALUE

PERSONALIZATION Let customers configure their purchases

PROTECTION Keep customers safe from extra costs

SAFETY Protect customers from physical harm

SIMPLICITY Streamline the product or purchase

SPEED Help customers save time

STYLE Incorporate beauty or personality

SURPRISE Disrupt expectations

SYMBOLISM Help build customers' identities