



## **The CONNECTION™**

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### **Is Your Product Useful?**

The prolific inventor Thomas Edison said, "Anything that won't sell, I don't want to invent. Its sale is proof of utility, and utility is success."

Especially in technical fields, it's easy to focus on features - what your product or service does, or how it's different than the competition. What your audience - and successful companies care about - is how the customer will use it.

Utility is success - they have to know how they'll use it to be excited.

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