



"Are your emails, flyers and website text like this box?"

Here is a very handy strategy to make sure your sales emails, flyers or websites are not boxing your great product or service in a grubby old box.

How we describe our product or service is very much like putting it in a 'box', its a form of packaging that the customer looks at and forms an opinion on.

Every week I get the equivalent of tatty, grubby, uninviting boxes delivered via emails, flyers or websites that do anything but make me jump for joy and rush to open them.

The point I'd like to make...or point out...is that its common and easy to write our sales emails, flyers or websites from our point of view and not our customers.

We list features rather than benefits.

The result? **We HIDE our great product/service in a crappy box** that we then enthusiastically shove in the face of a potential customer and expect them to get excited and buy it!

Here's a great little strategy I've developed to help solve this problem.

Take your text and draw boxes around: features or facts or an action you are proposing.

Especially important to do this for your first and last sentences! Coz that is what we tend to read.

Then say to yourself, 'can I unpack these boxes?'

For example...

Unpack the box

For just **\$3,579** we will provide you with **12 widgets**.

Unpack the box

→ You can save \$1,569 and we will provide you with a whole years supply of widgets.

Could I lock in a time to talk to you further about **what we offer?**

→ 'what we offer' - unpack the box! and it could become 'our new system for eliminating XYZ in just 36 seconds.' or something like this - I think you get what I'm suggesting.

Unpack your boxes so your text 'shows' the benefits to your customer. Don't hide them! Don't make the customer have to imagine what the benefits are. Get them out!

For example. We commonly list a price but that is a benefit to me, not my customer, I'm the one getting the money so try listing the savings the customer will get rather than the cost upfront.

12 Widgets - this offer was based on 1 widget per month. By highlighting the fact that it is a whole years supply, significantly helps the customer feel and realise the long term benefit.

Just brainstorm, unpack and write whatever comes to mind - and then go back over them and use the benefits you like and think really appeal to your customer.

How does your sentence sound now? Is your great product/service out of the box?

So in summary...don't be a square and have fun unpacking!

Feel free to email me your original plus rewrite if you'd like a second opinion. Sometimes you are too close to your product/service to clearly see the benefits.

Have a great week!

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