THE WORD WARRIOR

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The Basics On Using Words Effectively For Your Business

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Foreword

Among the most potent tools in your sales armory is the informed and judicious utilization of words and terminology. Words have the power to entice a prospect, hold the attention of the likely purchaser, and finally result in the establishment of a relationship that not simply results in a sale now, but helps to produce other sales activity in the time to come.

At the same time, words have the might to turn away likely clients, make individuals feel unappreciated and finally lead to not simply the loss of a sale now, but likewise the loss of sales chances in the future.

The good salesperson knows the significance of selecting the correct verbiage to present both the seller and the product. Whether in verbal communications or in the origination of written documents like sales brochures, letters and emails, or any other sort of promotional materials, utilizing the correct words in the correct places is key to being successful at the undertaking of sales.

Here are a few ideas that will help you perfect your sales vocabulary, and enhance your power to utilize words that ultimately lead to productive customer relationships.

The Word Warrior

The Basics On Using Words Effectively For Your Business

Chapter 1:

Getting Started With Sales Copy

Synopsis

Utilizing verbiage that will result in sales chances is crucial in any environment. This is particularly true when writing sales copy for a net site, a net press release, or an electronic ad. There are several components to bear in mind when composing the text for your net copy. Here are a few of the most crucial things to bear in mind.

The Selling

First of all, it's imperative to bear your target audience in mind when writing the net copy. This will frequently mean making certain that the text is sprinkled with language that will be immediately recognizable to the reader. Adding in terms that are familiar to the consumer helps to achieve 2 things.

First of all, they serve as markers that help the reader understand that he or she is at a web site that has relevance to their needs and interests. 2nd, the utilization of familiar terms produces the impression that the writer of the net site has a competent knowledge about the content.

Both of these factors help to hold the interest of the reader long enough for the net copy to demonstrate all the reasons why life will be so much easier with the attainment of the publicized good or service.

Technical terms might be fine in a few instances, while their use might really be a deterrent in other situations. For instance, even though your product offering might have to do with conference room phones, you might wish to refrain from utilizing a lot of telephone terms.

This will be true if you're looking to market your products to administrative assistants and busy executives. Rather than technical language, the focus should be on the features included with the unit,

as well as accenting how easy the unit is to utilize.

Naturally, if the focus is on marketing the phone equipment to Information Technology managers, then the inclusion of technical terms and specs will be a must.

Knowing what type of wording will connect with your target audience will go a long way in making the copy of your net text interesting and magnetic to your audience.

A different thing to bear in mind about your net copy is that you wish to get the highest ranking as conceivable in assorted Net search engines. The easiest way to achieve this is to make certain there are keywords sprinkled throughout the copy.

Keywords are merely words that are easily picked up as being relevant to the content, and which are likely to be utilized by anybody doing research online related to that certain subject.

For instance, if an assistant is charged with the task of detecting good buys on a speakerphone for the conference room, there are numerous key words that he or she is likely to utilize as part of the search standards.

Words like speakerphone, conference, conference room, meeting, business, and phone are a few examples of words that might be utilized as part of the search. Having all those words included in the text of your sales net copy will help to assure your net site is included as part of the search results that are yielded by the search engine.

One way to acquire an idea of what sorts of keywords to include in your net copy is to conduct a search of your own. Look into competitor sites and make note of a few of the words that seem to happen two to four times in their copy.

Chances are repeating at that level is done in order to maximize the probabilities of getting a high ranking on an engine search.

Keeping in mind that you don't necessarily wish to replicate the keywords that are utilized by your rivals, think of other terms that are alike in meaning and that you think will be likely words or phrases to utilize for a search.

Try out your theory by doing a couple of searches utilizing your own set of keywords. You might find that the results are really positive, and may lead to greatly increasing your probabilities of a high ranking on all the major search engines.

Chapter 2:

Mind Triggers

Synopsis

Psychological triggers are merely words, images, and sounds that may be utilized to promote a certain response. When it comes to the utilization of these triggers in your sales effort, two of your post mighty tools will be words and the way you select to present them.

Here are a few things to bear in mind that will help you make the most of psychological triggers in the sales copy you write, as well as a few visual approaches to help those triggers accomplish the job.

Understand This

To a degree, the utilization of keywords sprinkled throughout your copy is an illustration of utilizing psychological triggers. Keywords provide the cornerstone for rapport between the reader and your copy. Probabilities are that the consumer is already seeking something particularly.

Keywords are evidence that he or she is at the right place to find that which is desired or needed. Thus, having crucial keywords in the text is one way of getting the triggering of a reaction that ensures the consumer will keep reading through the site, assured there's something of worth there.

A different thing to keep in mind is that you wish to utilize phrases and words that speak to the mentality of the reader. For illustration, including words that describe applications with particular meaning to your target audience will help to draw out the wanted reaction.

Somebody who's seeking financial software for a faith based organization is likely to react very positively to such words as stewardship, answerability, and trust. Triggers of this sort resonate with some of the reasons why the person might be searching for a great deal on financial software, and will easily help to draw in intrigued individuals.

Triggers may likewise be used to invoke the emotions of the reader too. Invoking a sense of playfulness into the search, while still being professional, is frequently adequate to get individuals to take a few moments and check into what you have to provide. Humor might not be right for all products and services, but in a lot of cases, the scheme works.

If you promote office products and cater to busy administrative assistants attempting to keep the boss happy, you might wish to try a tag line with a trigger that speaks to the thwarting that may come with the task. Something along the lines of "sick of searching the Net to keep your boss from bulging a vein?

Get everything you require here!" May help to soothe frazzled nerves and at the same time produces the impression that there's no need to look anyplace else.

Guilt is likewise being a trigger that may be utilized to great benefit. Utilizing verbiage that conveys a sense that failure to buy your good or service is something akin to a dereliction of duty. Naturally, this tends to work better when the intimation is moderately understated, as that doesn't insult the intelligence of the consumer.

Something along the lines of "a day without software is a day with a lot of languished time" hints at the benefit of purchasing your product and impressing the boss with an upper-level of productivity. At the

same time, the intimation is that without the software, the reader won't be as productive and thus won't be able to do the best job conceivable.

Preying on the sense of duty, then trigger motivates the consumer to study further and learn what your product may do to make the day a successful one.

Motivation through the composed word is a different illustration of a great psychological trigger. The huge majority of individuals wish to do a great job with everything they do. But, they also want to achieve that good job in as little time and with as little work as possible.

Utilizing triggers in your sales copy like "simple to utilize", "cuts hours off your workload" and "increase your spare time" will decidedly play to the want for more success with less investment. Utilizing these sorts of triggers in headlines throughout the text is one way of getting discovered, but don't forget to work a few of these motivational style motivators into the main text also.

Chapter 3:

Effective Sales Language

Synopsis

Sales language is merely the utilization of accepted terms and verbal strategies that are understood to be helpful in the procedure of identifying qualified leads, speaking to interested leads, and closing a sale. While the verbiage might tend to vary slimly from one sales setting to another, there are a number of conventions that appear to apply across the board.

Here are a few instances of effective sales language and how these approaches might be helpful.

Get A Handle On It

Among the beginning things that any successful salesperson learns is that right sales language to employ the basics of conveying confidence. That confidence has to do with the notion that all the goods and services on the table are of the most beneficial quality.

Additionally, each and every one of them will make a vast difference in the quality of life for any individual who chooses to buy any of the services provided. Along with the knowledge that the goods and services are utterly the best thing since sliced bread, the salesperson likewise has full confidence in his or her power to convince the purchaser of how good the products happen to be.

Without this fundamental level of confidence, even the most convincing of all verbal strategies will come short of the mark.

Sales language is all about accenting the positive. Helping individuals to realize the value of what you have to provide involves conveying that what you have will make any task simpler to achieve. Along with making the task simpler, your product will likewise speed up the process so there's more time to devote to other issues. Best of all, it will likewise pay for itself in a very short time period.

This means comprehending what sorts of approaches will make a prompt impact with a buyer. For instance, if you open with something along the lines of "how would you like to leave 30 minutes early daily

and still get all your work done?" You're certain to grab the attention of almost anybody. You're utilizing sales language to offer something of value to the person and chances are you'll get the opportunity to explain just what you mean.

A different part of employing sales words is learning when to ask clarifying questions. One you've engaged a lead and you start to get feedback, it's crucial that you check now and then to make certain the two of you're on the same page. Clarifying questions is among the verbal tools you are able to use to keep on track.

A clarifying question is merely when you take a moment to ask a question that helps to assure you comprehend something that the lead has told you. Frequently, these sorts of questions are phrased to allow a simple yes or no reaction. For instance, if the client has cited the utilization of word processing software applications, you might wish to take the matter one step further, and ask of in addition to word processing, would spreadsheet capacity at no extra cost be something that would help out in the workplace. This helps you to add more value to a need that's already expressed, and provide the lead with one more reason to keep speaking to you.

Along with the clarifying question, a different verbal tool in your armory is the perception check. Here you're making a point that you assimilated info supplied by the lead. Frequently, a perception check will start with a phrase like "if I comprehend you correctly" or "from what you've told me, I comprehend that you need."

The point of the perception check is to let the marketer present in his or her own words what the purchaser has indicated is a wish or need. In turn, the purchaser has the opportunity to affirm that the marketer has indeed grasped the want, or has the chance to adjust the perception of the marketer if the connection didn't quite capture everything.

It's crucial to frame the perception check so that any miscommunication is owned by the marketer, and doesn't reflect on the purchaser.

As a matter of fact, sales language ought to always place the burden of supplying services on the marketer. This leaves the purchaser as seeming to be in complete command of the conversation, and with no sense that the purchaser is being unclear or imprecise. This approach likewise conveys the sense that the marketer is genuinely intrigued in meeting the needs and desires of the purchaser.

Sales language is applied in net communications with prospects in numerous ways. First, e-mail correspondence ought to always convey the want to meet the needs of the purchaser. 2nd, sales language that's positive, leads to discussions about what the products may do, and predicts questions will go a long way in keeping the web copy for your web site fresh, intriguing, and entertaining!

Chapter 4:

Writing E-mails

Synopsis

Even as you wish to attract attention with the web copy on your site, there's likewise the need to structure promotional e-mails so that they'll catch the attention of buyers, and help to generate interest in the goods or services that you have for sale. There are a couple of central factors to bear in mind if you assemble a promotional e-mail.
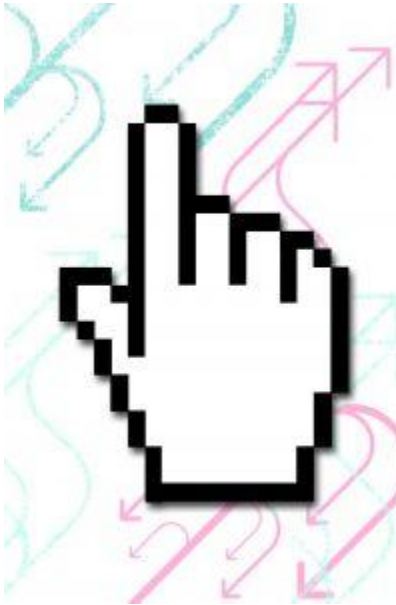
Your Mailings

First of all, the subject line for your targeted e-mail needs to include factors that will grab the attention of the subscriber. There are several doctrines on how to best achieve this.

One approach is to employ a question in the subject line. The theme behind the question is that individuals have a tendency to not neglect a question, while a statement might not make much of an impression.

Because the question will result in more individuals at least stopping to consider the e-mail, the chances that the promotion will be opened and read step-ups. This at any rate gets the promotional e-mail past the first obstruction, which is becoming junked by a consumer without being read.

A different approach is to build on the relationship that you already have with the consumer. Presuming that the e-mail campaign is directed at mortals who have done business with you in the past, you might wish to include a distinguishing mark in the subject line, like the name of your company, or the name of the product that was previously bought.

Utilizing a familiar term helps to produce instant recognition. If the consumer had a positive experience with your company in the past,

there's an awesome chance that he or she will open up the e-mail and take a couple of moments to read through your subject matter.

Naturally, once you have gotten through the minefield affiliated with getting the consumer to open the e-mail, it's imperative to entice the prospect to keep reading following the first couple of sentences. Most individuals now are not interested in tedious e-mails that appear to have no end in sight. This means you need to do numerous things with the text to keep them reading.

First of all, utilize short paragraphs. Once the e-mail is opened up, the eye will rapidly notice how many solid lines of text happen before there's a break of some sort. The brain at once sends out a signal that reading this e-mail is going to be a boring process, and there's a great chance the e-mail will be scanned at best, then abandoned. This impression may be warded off by utilizing shorter paragraphs that center on one aspect of the content.

Breaks in the text make it simpler to digest the whole e-mail in manageable parts. The end result is that you've the chance to build your sales talk point by point as the subscriber moves through the content of the e-mail.

Utilizing bullets in the body of an e-mail may also be good. But, it's crucial to keep the bullets centered and short. Utilizing a bunch of words to produce what amounts to a bulleted paragraph will speedily cause the subscriber to lose interest.

A bullet ought to contain no more than 7 to 10 words, and center on one complete thought that the consumer may easily relate to and digest. Remember, the aim of the bullet is to present a theme, not expound on it. You may always accomplish that on your web copy. Don't attempt to achieve that with any e-mail, and surely not in a bullet contained in the body of the e-mail.

A different great thing to keep in mind about the wording in an e-mail is to not get complicated. Applying the old business byword of KISS is ideal for crafting e-mail text. They have to keep the wording uncomplicated and simple to read is essential.

You might have only a couple of seconds to draw in the attention of the subscriber, and that's most surely achieved by utilizing words that do not cause the consumer to pause and have to think about what the word might mean. Technical wording ought to be kept at a minimum, therefore keeping the talking points accessible to just about everybody who may read the e-mail.

The main component to keep in mind with the utilization of words in promotional e-mails is that the text needs to be easily read, doesn't seem to be overwhelming, and is centered enough to increase interest in going to the site for additional details.

Chapter 5:

Using It All The Right Way

Synopsis

Utilizing the sales copy you've produced for the net and as part of e-mail promotional campaigns might likewise be utilized in additional ways to produce interest in your products and services. The bang-up thing is that you don't constantly have to come up with more original copy to produce additional pieces that will help to circulate the word.

Here are a few instances of how you might use that net copy and e-mail text to produce more promotional documents that will help you to yield extra sales.

Get It Together

Even if you operate mainly as a net business, it pays to take part in trade shows and conventions. Naturally this means you have to set up a demo that will draw in the attention of attendees as they walk by.

At the very least, you'll need a few graphics that will captivate the eye that might be mounted on tables or on the back boards for a demo booth. Along with images, you might need to include a couple of snippets from the text that you utilize on your net site or e-mail promotions.

Recall those crisp and concise bullets that you utilized as part of the e-mail crusade? They now transform into a few wonderful optic slogans to catch the eyes of conference people. Produce a few storyboards that splash those bullets across the facades in colors that will draw in attention.

By utilizing your words to entice individuals to come over to your demo, you've the opportunity to engage them in conversations that will help lead to the collection of candidates that you might follow up on following the show.

Along with utilizing your net text as graphics for the booth, think about reorganizing a few of the info into a slide presentation. This will

let you set up a computer display and have the presentation continually running on a loop. Movement helps to draw in the eye.

Individuals will come over and check into your presentation, even if you're presently busy with additional visitors. This gives you the opportunity to make a connection even if you're not free to engage the individual in dialogue at that very minute.

As you're utilizing words that are part of your net site, the people will feel a sense of familiarity when they visit your net business at a later date.

You'll likewise need a few printed materials that intrigued parties might take along with them. This will most likely be in the format of sales pamphlets.

Utilize text from your e-mail crusade to produce one easy to read bi-fold pamphlet, then the text from your net site to produce at least a few additional pamphlets that are different in size and form.

This adds a component of visual interest to your published matter, so odds are the visitor will choose one of each. Three pamphlets taken would mean 3 chances to capture the interest of the reader. Chances are you'll need to do little to no editing in order to adjust your net text for hard copy issues.

Bear in mind that when the trade show is done, you likewise have the power to utilize those same pamphlets as part of a direct mail crusade. This kind of application, while not inevitably a big money maker, is commonly worth the investment.

Going with printed mail crusades opens up one more means of acquiring steady buyers. Utilizing your existing copy to achieve the undertaking is all the better for your bottom line.

Wrapping Up

Utilizing words to sell is something that every successful sales individual has to learn to accomplish. This is real when talking live with any prospective customer.

Along with live discussions, utilizing the correct words may make all the difference in the power of a site to attract visitors, and hold their attention long enough to bring in a sale.

Ads, both electronic and print types likewise depend heavily on picking out the correct words for the correct situation. Knowing what to say and when to state it will help keep a sales vocation fresh and energizing, let alone lucrative.