



Words Sell

Why do you charge to write “sales wording?”

It's a fair question.

I think you deserve a reasonable response.

Words inform and influence.

Words sell.

It's likely you have an exceptional product.

Maybe you have a distinctively artistic logo.

Perhaps you have superb music in a first-rate video.

Words explain what you are offering.

Words persuade people to click the buy button.

Poorly written words diminish clarity.

Confusing words erode trust.

Products don't sell themselves.

Services don't sell themselves.

Videos without words don't sell.

Logos alone don't sell.

Words sell.

Writing words well is a skill.

Writing words with clarity and persuasion is a professional skill.

Excellent sales copy is the defining characteristic of effective marketing.

Ponder the following scenario:

Perhaps you'll recall a similar potential client meeting?

You exchange niceties, and she offers a seat.

After describing "who we are and what we do," you feel the need to expand.

You enthusiastically restate a portion with a bit of explanation.

Her eyes convey a hint of confusion.

You feel the edge of your confidence dull.

She asks a clarifying question.

A verbal stumble accompanies your response.

The smile on her face sags slightly.

To attempt a recovery, you present your logo on a brochure and ask if you can show a video on your website.

She responds with, "Before you do," followed by another question.

You think, "I told her that in my 'who-we-are-and-what-we-do.'"

You feel an increment of frustration infused with anxiety.

The potential client's arms cross.

Fast forward.

She offers a departing handshake with a smile—and a clear sense of "maybe."

What would have made the difference?

Words.

Well-written words.