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Helping organizations drive revenue and generate profits through stronger business communications

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Hello to all! In this Spring (at least here in Scottsdale!) edition of **The Email Ezine** (new name!) here's what you'll read about:

- 4 tips to write terrific sales copy
- 8 ways to avoid humiliating yourself in writing
- 2 strategies to get control of your inbox

Also, please check out my blog, **SpeakerSueSays**. It's great fun to write but a bit frustrating to me because I receive so few comments. I can't tell if anyone is reading it! When you have a moment, I'd be grateful if you'd take a peek and add your ideas, questions, comments. Let's start a community and a conversation!

4 Ways to Write Terrific Sales Copy

You're terrific at what you do. Your product, service or idea rocks. Your price is competitive. Your service is extraordinary. And your sales stink.

Why? Maybe it's because you're writing about yourself instead of the person you're trying to influence. Your sales copy focuses on how wonderful *you* are, how terrific *your* service is, how special *your* product is, and really, beyond your mama, not that many people care.

Great sales messages focus on things the reader cares about. So, when you send an email about a great new idea (Subject: New Gadget Idea!) and your recipient deletes it, don't be surprised. Change the subject line to "3 Ways to Kick Start 2009," and your message may get read.

Here are 4 tips to dramatically change the way you create sales copy:

#1: It's Not You, It's Them

Copy can't be about what you are, it has to be about what they are, and what they can be with your idea, service or product. Too many writers dump everything into their email with the hope they'll grab reader interest. Email doesn't work that way. If you don't compel the reader within the first 3 lines, count on your email being deleted, unread. Take the time to craft those lines so they're significant to the recipient.

#2: Pay Attention

How do you say it to sell it? Look at what you pay attention to. When you receive an email or read a web page, what catches your eye? Keep a file. Once you have a pile of examples, carve out time to see what was interesting. What did you like? How did the subject line or opening persuade you to pay attention? Why did you continue to read? What about the style kept your interest? If the words and style influenced you, they'll probably appeal to others. Use them.

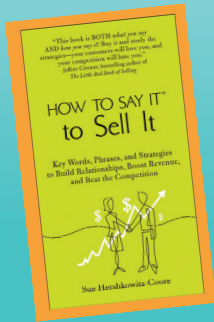
#3: Punch It Up

Grammar and spelling are important. You always, always want to represent yourself as a professional. It's embarrassing to show the world that you don't know the difference between *its* and *it's*, or that you don't know how and when to end a sentence! But wait ... that doesn't mean you can't play with grammar to give your message punch. The rub is that you have to understand rules of grammar to be able to play with them. There is a huge difference between being edgy to keep attention, and demonstrating a lack of education and attention to detail. Use the ellipsis but not so

much that your message looks like an S.O.S signal. Start a sentence with an occasional “and” to make a point. Really. (You can even do that.)

#4: Tell a Story

If you’ve heard that short copy sells, you may be selling yourself short. When you’re conveying information, keep it brief. No one wants to waddle through everything you know about a point; they want the point. When you’re selling however, you first have to influence them to open and begin read. Beginning your email with, “I’m writing to introduce myself” isn’t going to keep them glued to your message. Instead, become a storyteller. Make it as long as the story needs to be. Craft a compelling message that matters to the reader and you’ll create great sales copy.



Just released
from Prentice Hall,

**How to Say It to Sell It:
Key Words, Phrases, and
Strategies to Build
Relationships, Boost
Revenue, and Beat the
Competition!**

8 Ways to Avoid Humiliating Yourself in Writing

1. Don't write when you're angry. Or drunk. Or even tipsy. Ask anyone who has. You'll be sorry in the morning. Sending a “toned down” message won't help people forget what the tuned up you is really like.

2. Don't copy the world. Don't even copy everyone on your team or committee unless they need to know. A recent Randstad USA study found that one of the most annoying email habits is hitting “Reply to All”. Don't do it. Be thoughtful!

3. Stop using email to CYA. Everyone knows when you're sending an email for “political” reasons and no one likes it.

4. Don't sneaky BCC. Sneaky BCC'ing occurs when you're purposefully not letting someone know that someone else is privy to the message. Smart BCC'ing is when you do it to protect the confidentiality of addresses or when everyone in the office is getting the same info and you don't want to waste their time with a giant glob of addresses. BCC in a sneaky manner and be ready to be discovered. All the recipient has to do is hit Reply to All. (See above.)

5. Don't use email to speak your mind. If you must speak your mind, pick up the phone to have that conversation. You'll be less likely to say stuff that you'll wish you hadn't. When we write, we hear ourselves writing. When we read, we read in a quick and skeptical manner. According to Syracuse University research, we tend to read messages in a more negative manner than they're written (a flash of the obvious, but still!). A positive email is read as a neutral one. A neutral email is perceived to be negative. Just think how your negative message will play.

6. Don't get sucked into other people's crises or negative emotions. Some people are just dumb. It's not our job to be dumber. Refuse to be sucked into their negativity. Consider responding with, “That's an idea. Let's talk about it at the staff meeting tomorrow.”

7. Don't scream. Using all caps or putting your words into a bold font is not only annoying; it's ultimately self-defeating. You may feel good for the moment but your histrionics won't motivate them to do what you want. They may, however, give your reader a good laugh.

8. Don't hide behind email. Some situations just need to be discussed by phone or in person. Even if you and they prefer email, don't rely on it when tensions are high. It's easy to forget that you're dealing with another human when emailing. When you see their eyes or even hear their voice,

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most people remember that their goal isn't to win the argument, but to win them over. It's too easy to forget that in email.

2 Strategies to Get Control of Your Inbox

1. Open each email once and do something with it. Just like in the days of paper and manila files, the advice is the same: Touch each email once or as infrequently as possible. Decide if you'll do, delete, or determine the next step. If you can respond and be done with the email response in less than 2 minutes, do it at that moment. If it will take longer, move it to a folder. Determine when you'll do it and file it accordingly. (Think about how you work and give your folders names that work for you. Maybe your folders are labeled: Urgent, Do Today, Research, Due by end of March. Maybe you do the old and excellent 43 folders trick (one for each month, one for each day). Or maybe it's easier for you to file by project name, or both. It's your computer and your filing system. Just move the emails out of the inbox. Because if you don't, you'll worry about what's there (losing more productivity, both because of the stress of knowing you may be neglecting important email and because of continual opening and re-opening of messages to check). Critical emails will inevitably slip through the proverbial cracks, and (as if that isn't bad enough), you never get to enjoy the sense of accomplishment of looking at an empty in-box.

2. Remember that you're in control of your email. Some emails need to be managed immediately and others can wait. Be realistic when you file so that you can control your inbox in a professional and productive manner.

It's official! *How to Say It To Sell It!* is now ranked 5 stars on Amazon.com. If you haven't yet bought your copy, you're missing out on new ways to connect with your customers — both internal and external. Apply the success strategies to profit and prosper.

I'm grateful for your referrals! Please call Nance – 480-575-9711 – to learn more about how we can work together. Your team will thank you, your customers will be delighted, and you'll look like a hero! Oh, and when you're talking to Nance, remember to congratulate her on her promotion. She's our new Director of Client Services!

Remember to blog with me! SpeakerSueSays.com. I need your opinions, feedback and ideas!

All the best-

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If you're reading a forwarded copy of this newsletter, please use this [link](#) to receive your own copy.

Make sure everyone on your team receives his/her own copy so you can discuss the ideas — and how they apply at your workplace — during your next sales/staff meeting.

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