

Sue Hershkowitz-Coore, CSP



Helping organizations drive revenue and generate profits through stronger business communications

Help Your Reader to Buy!

More and more, sales organizations are sending graphics in their emails thinking that they can use the way their product looks to set themselves apart. Here is my response to that: Hahahahahahaha. What in the world makes you think that your palm tree looks any better than your competitors? What makes your golf courses look more inviting, more enticing than anyone else's? What makes your mouse pad prettier? Here are the negatives to consider before including graphics:

1. Your photos may not look as beautiful in the eye of the beholder as they do to the eye of the photographer/owner (think baby pictures)
2. Your pictures may take too long to download and annoy the reader.
3. Your photos may do nothing to enhance your sales message because they look almost identical to your competition's photos.

Here are some alternatives to consider:

- Know your purpose for every graphic. Is there a quicker, easier way to achieve that purpose? How about providing the URL link to your glorious pictures. Make it easy for your reader to quick click to the photos that may mean something to him or her and avoid the rest.
- Feature the benefits of your product or service (rather than the product or service) in icon form or some other creative manner. Everyone says they sell benefits. Look at your photos... features like your restaurant, your meeting space, your hotel room, your product? It's pretty darn difficult to photograph benefits, and very easy to capture features. Remember what makes a difference to the reader and remember what differentiates your product or service — benefits not features.
- Use words to describe your benefits — not the indistinguishable, more of the same (to the reader) photos of your features.

If you decide (against better advice!) to continue to use photos, make sure they "say" what you think they say. A city, selling itself as a warm weather climate, had photos of people golfing in long pants and sweaters. It was a very unusual day the day the photos were taken. It was cold and damp and unlike the typical weather for that season. And that was what prospects saw even though it not only didn't add to a positive pool of knowledge for the reader, it literally changed the brand entirely.

For more tips, or to schedule Sue Hershkowitz-Coore, CSP to speak at your next meeting, please send an email to Sue@SpeakerSue.com.

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8300 East Dixileta Drive; #204

Scottsdale, Arizona 85262

Phone/Fax 480-575-9711

www.SpeakerSue.com

Sue@SpeakerSue.com