

A rose is a rose is a rose...except when you're writing copy.

Last summer, I did something that I've wanted to do for a long time...I planted a perennial garden.

I roped a good friend (who also happens to be an experienced gardener) into helping me, since I knew my attempts at garden design would be pitiful.

Together, we crafted a beautiful layout, mixing and matching perennials. The garden's showcase would be a glorious shrub rose. (My expert advocated a shrub rose since they're hardy and difficult to kill...hmm, wonder why she said that.)

After the planning stage, I entered the buying stage.

While flipping through a well known garden catalog, I came across a stunning shrub rose (or so the copy heading claimed). The rest of the copy listed criteria that would be crucial to a plant entrusted in my care: *disease-resistant, bug-resistant, and hardy. A proliferate hybrid tea rose.*

I immediately checked in with my expert, convinced I had found the one. I breathlessly read her the description.

"Hmm," she said, "you might want to call and check on this one. I don't believe a shrub rose can be a hybrid tea rose too."

I hung up and immediately dialed the customer service number. When the rep answered, I explained my dilemma. "I'm interested in one of your roses, but need to know if it's a shrub rose or a hybrid tea rose." "Your copy says it's a shrub rose in the title, but later describes it as a hybrid tea rose."

Unfortunately for me, the customer service representative was just as shaky about the rose as the catalog's copy was. Needless to say, this rose *was not* the one.

So what's the moral to this story? Customers love clear, concise copy. It makes it so easy to buy!

Once your customer becomes unsure or doubtful, the likelihood of a purchase rapidly declines. If your copy is on target, that's one less call to your call center and one more sale in your pocket.