

## *The Text Sucker*

How well do you think your catalog or Web site would sell devoid of any copy?

Do you whole-heartedly believe that a "picture is worth a thousand words." That your sales would be unaffected with minimal copy or weak copy that just churns out product descriptions.

If you feel this way, look out, I'm about to turn your world upside down!

Say hello to the [Text Sucker](#). Just enter the URL of your site, click on **Text Sucker** in the Disaster field (if it isn't already displaying), click Go, and then sit back and watch.

(Click [here](#) to see an example of the Text Sucker's handiwork.)

Wow, visitors to that page would be lost. Looked pretty bare stripped of all its friendly copy.

And how did you think *your* Web page looked without its copy? A little ineffective? Now, use your imagination and apply the Text Sucker to your catalog pages. Hmmm, kind of scary, isn't it?

This gizmo makes you stop and think about the importance of copy, whatever your medium is. Graphics are great and useful, but well-written copy seals the deal, confirming to customers that they're making the right choice while guiding them through the buying process.

Don't underestimate the strength of good copy, it *can* make or break a sale.

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## *NASC - Supplement Naming No-No's*

Just recently, I received a newsletter from an equine nutritionist requesting the help of her readers. She needed to rename a supplement that she produces and sells. Why did she need to rename it? She had just learned from the NASC that per FDA regulations, a product's name cannot include the physical or health condition that it treats, which her product does.

For more info, this link contains the FDA regulation:

<http://www.cfsan.fda.gov/~dms/scimguid.html>