

Get Personal with Customers Through Your Copy

If you're looking to connect with your customers, try getting personal with them. Nothing distinguishes one catalog from another more than friendly, comfortable copy. Writing as though you were chatting with readers draws them in and builds trust.

Taking a personal approach lets you develop rapport, but don't let it end there. To really make your customers feel special, get to know them - who they are, what they like, and what matters to them. Then share this understanding with them throughout your copy. Let them know that you share their concerns and have solutions to offer.

So just how do you get personal with your copy? The following tips offer a few ways to do it:

- *Go beyond just using "you" in your copy.*

Using "you" is a good place to start, but don't stop there. Don't forget to tell your customers how you can make their life better. This leads us to bullet #2...

- *Make it clear in your copy that you have a feasible solution to your customer's immediate problem.*

Remember, it's all about them, not you. If you can't show that you've got *the* answer to their problem, don't expect them to stick around long.

- *Direct customers to the exact place in the catalog that displays the new item touted on the cover.*

Customers love to be helped! And they love it when you point out fresh merchandise that's been added to the product line.

- *Make sure your copywriters like your customers, if they don't, it can percolate into the copy, making it dull and uninviting.*

If your copy is unenthusiastic, your customers will sense it immediately. Make sure your copywriters like the audience and that it spills through in their words.

- *Take advantage of every opportunity to entice the reader into the catalog with teaser copy.*

Don't assume that because your catalog appears in the mail, readers will open it. Give them a reason! Tell them what's new or what's popular, and if it is popular, why. Pointing out a product's uniqueness shows the customer that you know what they like.

Everyone loves to hear from a friend, so work to cultivate that relationship with your customers. Speak personally to them in your catalog and Web site and they'll reward you accordingly!