

Avoid Words That Sound Like You're Selling

I try to avoid certain words when I write catalog copy and one of them is the word *product*.

What do I have against that word? Well, for starters, it sounds kind of cold and reminds prospects that you're selling to them. Remember, as catalog marketers, we're trying to strike up a relationship with our customers, so we need to speak to them in a friendly way.

Instead of referring to it as "the product," why not be specific and call it by name?

For instance, a car salesman wouldn't call a car a product, he'd call it a car, or a sports car, or a "finely tuned machine." Good sales people would never speak of "my product" or "our product" and neither should good copy.

Here's an example of some actual catalog copy describing an equine weight gain supplement: *The first product to utilize four synergistic strategies to help your horse put on and maintain weight.*

There's that word - product. Sounds kind of general and non-descript and that never makes for good copy.

Why not write it this way: *First supplement to use four synergistic strategies to help your horse put on and maintain weight.* Or, replace the words "First supplement" with "First of its kind" or just use the supplement's name.

As you can see, there are many ways to avoid using the word "product" in your copy. And avoiding its use helps you to avoid reminding your customers that you want their money.