

Make Your Copy More Verbal

I think we all agree that word selection for catalog copy is serious stuff. Every description requires a minimum of words for maximum impact. And under the strain of this pressure, it's always easiest to reach for an adjective.

But wait – what can you do to raise the level of your copy? What can you employ to transform a vanilla description into a Banana Split?

How about some verbs?

Verbs add oomph to copy. How?

Because they create strong images.

Read this lead-in copy for dog beds that I spotted on the Orvis Web site:

How does your dog sleep?

All curled up in a ball? Nestled up against the back of the sofa for a sense of security? Or maybe he's stretched straight out from nose to tail? Do you have an older dog who needs a little more support and comfort? Well, you've come to the right place. Orvis has a bed for every sleeping style and every special need...

Curled up, nestled, and stretched out. Each of these conjures up a vivid image in my mind - how about you? Can't you just see your dog comfortably reclining in one of these positions?

Consider the effectiveness of this same copy minus the first three image-provoking lines. It would certainly lose a lot of its luster and sales worthiness. And each line of copy succeeds by virtue of strong action words.

How else do verbs add oomph?

By stopping readers in their tracks.

Read this example from a heading in a Doctors Foster and Smith catalog:

STOP Stool Eating!

If your dog does this, that heading will *definitely* catch your attention.

Yes, a well-placed verb or two within your copy can bolster your product descriptions. Don't just blandly describe when you can incite images or feelings that prospects can identify with.

Enliven your copy and boost your sales with verbs!