

## ***Tell Them What It's For***

Until just recently, my horse had been receiving monthly Legend® injections. At the time, I had been riding and competing on a regular basis and my vet believed injections were the most effective and beneficial way for my horse to receive the joint-saving hyaluronic acid.

For those of you not familiar, one dose of injectable Legend® is pretty pricey. And since I've started to phase out training and competing with this horse, I began researching alternatives to the expensive, monthly shots.

So what the heck does this quandary have to do with catalog copy? Plenty!

For starters, the number of oral supplements available that claim to keep a horse's joints healthy is huge! Of the several catalogs I researched, many of them devoted a page or more to them. Even more challenging though, was the copy that described each product.

Most of the descriptions focused on the ingredients and/or their breakdown and were very scientific-sounding, like this:

*"Grand H.A. provides 200 mg of hyaluronic acid per serving, the highest level of H.A. available. Grand H.A. contains Biocell Collagen II®, a new triple US patented "super ingredient" that includes H.A. at 1/90th of its original size, clinically proven for rapid and effective absorption, together with depolymerized chondroitin sulfate and type II collagen. These 3 ingredients closely match the natural structure found in articular cartilage. Ingredients per 1 ounce serving: hydrolyzed collagen type II (1200 mg), chondroitin sulfate (poultry source, 400mg), hyaluronic acid (200mg)."*

Well, that certainly sounds impressive, but it doesn't tell me, the average Joe horseperson, what Grand H.A. is for. And if I don't know what it's for, how do I know that this is the product I need?

After reading that description, I immediately remembered a neat, little copywriting trick that really helps sell a product: **tell the reader what it's for!**

Inserting that little nugget into your copy helps to broaden the base of prospects you'll appeal to. Now, the reader who's unfamiliar with the item will say, "Oh, that's what that is for. I want it."

You all want to increase sales, so when you write your copy, think like your customers. Tell them what they need to know about a product and they'll buy it!