

Appealing to the emotions and focussing on the customer.

It may not be well known but customers often make buying decisions when they are emotionally moved.

Recall TV adverts and you'll remember seeing this in action.

Experts use emotions all the time to promote their products.

So think about it when you are writing the copy for your web pages.

We are emotional and we tend to make decisions when something affects us emotionally.

- Fear
- Excitement
- Anger
- Hope
- Despair

If you can put a creative spin on your company to make it exciting or intriguing it's more likely to affect your potential customers and their buying decisions.

In the field of toys, makers know it's the facial expressions of their toys that appeal to the customer.

The benefits of a toy that will appeal to a parent are its safety, educational value and ability to solve a problem by teaching the child something.

Think of the new concept of Teddy Bear shops with made to measure bears, where you select a love heart and voice box and have it sewn into the bear.

It's almost like creating your own child – something that certainly appeals to customer's emotions.

What we need to do in our website is to try to appeal to some of these strong emotions.

Use images to create emotions.

If you sell children's clothing then include photos of a smiling child wearing seasonal clothes

If you sell houses, show a happy family standing outside a home,

If you sell cars, show a smiling person standing beside or inside the car.

Silver cutlery products will achieve most when shown beside the happy couple.

And so on.

Now work on the text and weave an appeal to emotions through the copy.

Making your headline much more customer focussed.

Here's an example of a typical website:

Our agency has been securing mortgages for people for 15 years. Why not contact one of our experienced mortgage brokers today and get a free mortgage quote right away. Our policy is to always get rates that are even lower than the local bank. Our mission is to really help male a difference

If this is to be more appealing to the reader it needs to stop talking about us and start talking about the customer.

So we would suggest reducing all references to "us" and "ours."

And replace them with more uses of the word "you"

Also what's the major benefit in here?

It's not obvious but it's that we can get rates lower than the bank.

We need to make this top priority in the text.

Finally don't ask people "why not?".

It just encourages them to make a list of why not's.

Here's a possible improvement:

Within the next 48 hours, you can **immediately** obtain a **great mortgage rate** that is **lower than YOUR bank's!** Our skilled mortgage specialists are **100% focused on YOU** and they've made it easy for you to benefit with **on the spot** quotes. Simply answer the questions below and click the email button and **you'll discover the very keenest rates** available.

Improvements:

1. Notice the number of times the word "**you**" appears and how little the use of the word "our" or "ours"

Now it's totally customer focussed.

2. Notice the key benefit "**lower than your bank's**" is highlighted nearer the start of the text.

3. Notice the use of bolding to make the most important benefit stand out Immediately, great mortgage rate, lower than your banks, on the spot....

This treatment makes the text much more appealing and more likely to get a response.



Take a fresh look at the index page on your website and start thinking about how you could make yours more customer focused.