

## Write with Feeling

When you appeal to a prospect or client with an offer, where do you direct your sale? To your market's head or heart? If you said "head," you might be jeopardizing your sales.

The fact is, most people—whether they receive marketing promotions at home or at work—make purchasing decisions based on an emotional response to an offer, not a logical one. Logic does play a role in a person's purchasing process, but it's not the first part. In general, people make an emotional connection to the offer first and then justify the purchase with reason.

Think about the last charity letter you received. Most likely, it didn't start out with statistics. You didn't plow through a string of data before getting to the heart of the fundraising request. No, you probably first read about a person, or a group of people, with a serious need. You probably learned about that person's challenges and struggles, and you probably reacted with sympathy, empathy, or compassion. You reacted to the organization's emotional appeal.

That's when the data came in: facts and figures detailing how many people suffer from the described condition, how long they suffer or wait for relief, and what impact your donation has on their daily lives and their families.

While you may think there's no emotional appeal to be made for your products or services, consider the following known triggers and how they may apply to your business:

- Fear. Fear of being left out, fear of being caught unprepared, fear of falling behind, fear of not doing all we can: they're all purchasing motivators.
- Greed. Like it or not, we live in a world that always craves more.
- Love. Our love for others or even our love for hobbies and activities can trigger a desire to purchase a product, subscribe to a service, or support a cause.
- Time. Who doesn't wish they had a "magic" product or service that could save them time on tasks they don't like to do so, freeing up their time for the things they love.
- Value. People want to know they're getting maximum benefit at a fair and reasonable price.

What motivates your audience to take action? Figure that out, and you'll know how to make a heart-focused, feelings-first marketing approach that results in sales.

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