

# It is about feelings

There's a quotation floating out there that has been often attributed to Maya Angelou, but which may have other sources. It's this:

*They may forget what you said, but they will never forget how you made them feel.*

If you are working in communications, especially marketing communications, you should take that quote to heart. Perhaps, even print it and post it where you always can see it.

As a communicator, your job is to elicit *positive feelings* from your audience. Perhaps you want them to buy something, donate money, advocate or like your company. If they feel positively toward you or your organization, they are more likely to take the action you want them to. On the other hand, if they feel negatively toward you, they are less likely to want anything to do with you.

Organizations that "get" it are the ones that have the more engaged, loyal supporters. Organizations that don't are the ones that ignore customers or that communicate with them in ways that are not customer-friendly.

So remember to take your customer/supporter/donor's feelings into consideration. Think about how you want your audience to feel the next time you write an email or website copy or anything else. If you focus on that, I can promise you will have better results.