

Are you being coy?

Someone I know posted this update on Facebook:

“A real game of yuck this week.”

Who knows what she meant. I am sure you have seen similar coy or opaque statements that just beg followers to ask for more information. And that is what the poster wants...you to ask for details. This may or may not be a good tactic to get attention on Facebook. It certainly is a bad tactic to use if you are trying to get attention in your email marketing, your blog posts, and other marketing content.

Say you have an email newsletter you send to your clients. You write:

Spring is a lovely time of year. Good things happen in the spring, it is a time of renewal. Tulips are blooming and spring sales are everywhere.

Unless you want to get people upset at your opaqueness, there is little use for being coy in marketing communication. Instead, you should know what you want and ask for it. Instead of rhapsodizing about spring in your newsletter, why not figure out what action you want your target audience to take (this is your **call to action**, in marketing terms). Don't make your audience guess. Tell them, clearly and precisely. Here are a few examples:

- Spring means renewal! Time to renew your subscription to our newsletter
- Spring classes are starting. Here is how to enroll in our next class.
- Spring sales are on! Check out the reduced prices on our newest product

These are all **specific actions** you want your audience to take.

Are you being coy in your communications? Why not start being direct and asking for what you want?!

How to blog workshop on May 17

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