

HOW TO GET WHAT YOU WANT IN LIFE, AND IN BUSINESS

How to “Nudge the World a Little”

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How to “Nudge the World a Little”

Succeeding! Getting what you want in life! Everyone wants to know how!

In almost any area of life and work, achieving success—getting others to grant you what you wish for—requires positively influencing those around you. You must “nudge” others to think and respond in the manner most beneficial to you.

If you run a business, you need to:

- Nudge the public to recognize and positively associate your brand
- Nudge prospects to buy from you
- Nudge customers to tell others when your product or service delights, and you alone when it doesn't
- Nudge customers and prospects to tell you what else they need that you might be able to supply, and how to improve the products and services you offer

You might also like to:

- Nudge investors to invest in your business or project
- Nudge a lender to approve a finance application
- Nudge a supplier to offer you better pricing, or credit terms
- Nudge a government agency to approve a grant application
- Nudge employees to improve their performance
- Nudge a media outlet to give you favorable free publicity

Individuals might need to:

- Nudge a bank to approve their loan application
- Nudge an employer to choose them for that dream job

Are there people in your circle of friends who appear to achieve whatever they desire—whose every wish is granted? Others struggle with frequent rejection and failure. Why?

The secret is in how effectively you “nudge the world”.

Getting what you want from life is all about ‘nudging’ someone to offer you the wanted response to a communication.

The Three Components to “nudging the world”:

- Identify accurately and communicate clearly exactly what it is you want, and from whom. Is there something you would like me to give you? Ask for it! It seems far too simple, but the reality is that most people are either afraid to ask, or are unable to make their request clearly understood. I can't grant your wish if I don't know what you wish for!

Getting what you want from life is all about ‘nudging’ someone to offer you the wanted response to a communication.

The secret lies in getting the right words, in the right order, to ‘nudge the world a little’.

- Time your request. The day after that dream job is filled is not a good time to tell the employer how well suited you are for the role! The day after your prospect bought a new car is not the right time to offer him a generous discount on that beautiful demonstration model you are replacing.
- Word your request and any supporting information to motivate the reader to grant your wish. Your words must elicit the desired response, often in opposition to the reader's conscious intent!

In today's busy world of high-speed communications, it is easy to overlook the importance of quality in communications. Some may advise: "Just say it. Never mind the grammar and spelling, as long as the reader understands what you are trying to say".

By "just saying it", however, you may fail to **persuade** your reader. You might convey the message, without prompting that "most wanted response". To prompt a response, you need to do more than say it. You need to create emotion. You need to challenge thinking. You need to stimulate desire. You need to prompt immediate action!

In the words of Tom Stoppard:

"Words are sacred. They deserve respect. If you get the right ones, in the right order, you can nudge the world a little."

When you nudge the world, you succeed. Readers respond to your requests. Prospective customers buy. Your wishes are granted. You get what you want from life.

The challenge is to choose the right words to use in your request.

What is a Request?

Requests come in many forms. Requests for jobs are usually made through job applications and resumes. Yet your prospective employer might learn more about you from that short biography you gave the local newspaper when you won a speech competition; a letter of complaint about a service failure; or a letter to an editor on a controversial topic.

You request brand recognition with advertisements, on product labels, and signs. Requests appear in circulated white papers, newsletters and editorial articles. They appear in mission statements and tag lines; in business letters and reports; in business contracts and agreements; and in guarantees and terms of trade.

You request investment in a Prospectus or Information Memorandum, but the copy on your company web site and on your product brochure may have far more impact than anything in that formal legal document you labored so hard to prepare! Many applications are returned unread, because the cover letter or introductory email didn't "nudge" the investor to want to know more!

Inspired writing is original, creative, entertaining, informative, empowering, and influential.

It elicits responses that surprise—often responses inconsistent with conscious intent!

What could you achieve if you could write to “nudge the world a little”... if you could inspire readers to say ‘yes’ to almost every request?

Every communication influences.

Every communication demands careful preparation. Words with impact, appropriately presented, deliver impressive results. Whether you seek to educate, inform, inspire, or entertain, successful communication requires compelling copy, attractively presented. Through your words, you must connect with your audience, compelling them to take action.

Well chosen words, carefully arranged, make readers:

- Picture vividly what they have never seen.
- Travel to places they have never visited.
- Experience life through the eyes and emotions of others.
- Question their thinking and beliefs
- Adjust their dreams and aspirations.

Inspired writing is original, creative, entertaining, informative, empowering, and influential. Inspired writing changes a reader’s view of reality. It elicits responses that surprise—occasionally even responses inconsistent with conscious intent.

“...Responses inconsistent with conscious intent” Consider that phrase carefully. It may be the secret to getting everything you want in life!

Your customer started reading your brochure determined it would not influence him to buy... convinced your product would not suit his needs, or was not affordable. Will your choice of words change his mind?

That voter believes—as his father and grandfather did—that the opposition favors workers and the unions, and will do more to protect his interests. Can you influence him to think differently?

Is the writing that promotes you or your business inspired? Does it influence thinking? Does it challenge the reader’s view of reality? Does it occasionally elicit responses “inconsistent with conscious intent”?

When you can confidently answer “yes”, you can be certain you are enjoying the best that life has to offer. Success! Your wishes granted!

If your writing doesn’t deliver, perhaps it is worth investing in some education, or professional help. What might you achieve if you could “nudge the world” just little more effectively? What might you accomplish if you could inspire your readers to say “yes” to almost every request?

How do you Write to “Nudge the World”?

Great writing requires skill and experience, but there are simple techniques you can learn to improve your writing style.

- Check your spelling. Invest in a dictionary or use software to check spelling.

- Learn the rules of grammar. There are some great software programs available now to check grammar and style. Some even highlight style problems and offer suggestions for improvement.
- Answer the five key questions: Who, what, why, when and how. Are the answers clearly stated and easy to locate?
- Format your document to stress the important answers. For example, indent and add generous space above and below the address, date and time for a function you want your reader to attend. Bullet point the benefits of attendance.
- Talk to the reader, and about the reader. Make the reader your focus. Sorry, he's not interested in you or what you have to offer. He only cares what you can offer him! Describe his need or problem. Offer him a solution. Quote relevant case studies. Use relevant examples and anecdotes. Make him feel you care!
- Keep it personal. Use "you" and "your", not "they and their" or "my" or "our".
- Be concise. Keep sentences short and language simple. Messages are clearer and more compelling when you use fewer words and short sentences, and avoid flowery language and "techno-speak".
- Avoid the passive voice. Keep your writing in the here and now, and action focused. Use active verbs.
- Open with impact. Ask a question or challenge belief. Create curiosity that demands continued reading.
- Try to end pages in the middle of a thought... so the reader has a reason to turn over and read on.
- Close with a clear statement of how to respond. Tell your reader what to do, and when and how to do it.
- Focus on benefits, not features. Your reader doesn't care about that you invested five years and two million dollars to add a computer-controlled speed regulator to that car. He only cares that he will never be fined for speeding again!
- Use highlights to add visual interest and attract attention. Line after line of text is tiring! Use attractive subheadings, numbered or bullet point lists, tables, and diagrams to convey the message more concisely and with interest. Use pull quotes to stress key messages and add visual interest to the page. (Study magazines and newspapers to see how!)

The time-challenged reader should get your key message by reading only the headings and highlighted paragraphs. It should "jump off the page".

- Learn the basic rules of page design: contrast, repetition, alignment and proximity. Invest in "The Non-Designer's Design Book" by Robin Williams for a quick and easy course in document design.

People love information!

Often, people respond to gifts of knowledge far more positively than to advertisements or offers.

Give prospects value, and they are more likely to remember you. When they associate your brand with helpful tips, they are more likely to choose your brand when it's time to buy.

What to Write

It might be tempting to restrict your writing to basic, simple documents—essential correspondence, simple advertisements, basic brochures.

Consider, however, the marketing power of information. People love it! In today's high-tech world, it's inexpensive to produce, and easy to distribute. Often, people respond to gifts of knowledge far more positively than to advertisements or offers.

For example, a three line offer of discount pricing on spring water, complete with claims that it tastes great, might not have much impact on someone who prefers to drink cordial. A well-researched and carefully worded white paper on the health benefits of water might tempt that cordial drinker to think about the value of water. A customer who wants to drink water—who believes it is a necessity for his health and well-being—will be more easily influenced to consider your product.

Your product might require detailed explanation, need careful maintenance, or take time to learn to use effectively. Improved user manuals, maintenance guides, and tutorials to help users perform specific tasks may be far more valuable marketing aides than brochures listing features and publishing user testimonials.

Most florists sell fresh flowers, beautifully arranged. Your claims to superior artistic talents are unlikely to influence me. Tell me how to make my floral arrangement last longer, and you might win my loyalty for life!

Give prospects value, and they are likely to remember your name. When they associate your brand with free useful tips, they are likely to choose your brand when it's time to buy!

Outsourcing Business Writing

Writing isn't your expertise? You don't have great writers on staff? Perhaps you should consider outsourcing. How much would that cost?

Charge rates for professional business writers vary across a wide range. Comparing rates is difficult, because most charge by the hour and it is impossible to know how much work different providers can complete in an hour.

Some professionals charge by the word or the page, which appears to make comparisons simpler. However, a good writer can convey a strong and effective message in a few words. They may labor over the choice of those few words for many, many hours. The best writers, therefore, will not quote by the word or page!

Small tasks are typically much more costly than larger tasks. The administration and familiarization parts of the job—taking instructions, agreeing contract terms, seeking approvals of work; issuing invoices, collecting payment—are similar regardless of the size of the task. Collaboration on a draft is less time-consuming, per page, for a longer document.

Repeat jobs are likely to be less costly. To produce quality work, a writer needs to invest

time learning about your business and product or service, and getting to know you. It is important to understand your personality and style, so consistency of style is maintained. This early familiarization and research is time-consuming. While writers often invest their own time to develop relationships with clients who might bring repeat business, some of the costs are included in the fee for your first job.

The best writers also invest time to create high quality document templates and style sheets to match your business image. This cost is also included in the fee for your first job. Repeat jobs usually impose no requirements for template or style sheet work.

Finding the Right Professional Partner

The challenge, for clients engaging a writer, is finding a competent and reliable provider who understands your subject matter and can adapt to your style.

- Ask for references, and to see samples of past work.
- Ask how many drafts the writer offers before finalizing a document.
- Ask about the proposed collaboration and communication methods.
- Tell the writer how you prefer to deliver information and ensure the writer is comfortable with your preferred method.
- Agree firm delivery dates. If you pay in advance, ask for a written guarantee of satisfactory delivery by a fixed date, and insist that a full refund is promised—in writing—in the event of delivery failure.
- Enquire about the writer's knowledge of your industry and target market. They should have some understanding of your space, and the customers you serve.

Listen carefully to the questions a writer asks. Did they ask specifically:

- The exact purpose of your document. Who will read it?
- Why will readers read it?
- What response do you want from readers? In what time frame?
- Will it be printed in black-and-white, or color?
- How do you propose to distribute it? (By fax, email, hand-delivery, mail?)
- Will you distribute it personally, or through third party channels?
- Is it for general or specialized publication? If so, where?
- Will you offer it free, or for sale? At what price?
- Will it be used to up sell, or on-sell? What products and services should it promote? To whom? On what terms? How aggressive should the up sell be?
- Is it to be available to the public, or a select few? If a few, what are the selection criteria?)

Did the writer ask about your branding and desired image?

- Was a sample document requested that reflects your desired image?
- Were you asked which fonts you like to use, and for the RGB codes for your business colors?

Does the writer seem genuinely interested in you, and in what you are trying to achieve?

You are not looking for a paid service provider. You are seeking partner to share your vision, and help you achieve your goals.

- Did the writer request a copy of your business logo and other images you include on documents?
- Did the writer ask for your web address, product brochures, sales letters, advertisement, reports, and other materials that might help them get to know you, your product, your business, and your needs.
- Does the writer understand the spelling and vernacular and page size conventions used in your locality and in your target market?

Does the writer seem genuinely interested in you, and what you are striving to achieve?

You are not just looking for a paid service provider. You are looking for a partner to help you succeed. This should not be a price-driven decision. You should seek someone who can genuinely share and support your vision—someone who cares about you and wants to ensure you get what you want in life!

When you find the right writer, cost should not be a significant issue. The right provider will charge fairly, because they genuinely want to support your efforts long-term.

The right writer wants to partner with you in your quest for success!

Measuring Costs

When you pay for quality writing work, it's not an expense! It's an investment! It may well be the best investment you will make in your business.

Consider this scenario:

A client mailed two hundred direct mail marketing letters each week to a random list. This achieved about two orders weekly—1% response. That's a fair response from a random list. Two to three per cent is widely accepted as the average response to direct mail marketing letters to a moderately targeted list.

The client invested five hundred dollars to have the letter professionally rewritten and typeset, including envelope design and design of a response form.

When the writer delivered a three-quarter page letter, the client expressed alarm. Five hundred dollars for less than one page of writing! The price seemed outrageous.

The writer replied that it took several days to produce that three quarter page letter, and asked the client to test it before discussing the fee further, reminding the client of the writer's offer of a guarantee.

The client mailed the letter to two hundred randomly selected targets. Thirty people responded with orders for the product offered. That's a whopping 15% conversion.

Assuming the product is sold at a \$10.00 per unit profit, the client's immediate profit from weekly mail-outs of five hundred letters will increase from \$20 to \$300. For a \$500 investment, the client has potentially increased his profit by \$280 per week!

This example is broadly based on fact. The author of this paper can refer you to a client who will report that engaging a professional writer (Rainbow Writer) to rewrite a Sponsor Request letter increased response rates from less than 2% to a whopping 15%.

Results from engaging a professional business writer are rarely so dramatic.

Results are often difficult to quantify precisely. Depending on the type of writing and the stated purpose of the document, there may be minimal opportunity to show immediate benefits from paying for quality writing services.

- How can you be certain whether an investor would have invested regardless of the quality of writing in the offer document?
- How can you know whether that Government agency would have approved a less convincingly written grant application?
- How can you measure how many clients chose you over a competitor because your promotional material was convincing?

The only certainty is that you get more of what you want in life when you effectively “nudge the world a little”, persuading others to think and respond in accordance with your wishes.

Quality writing services help you “nudge the world” more effectively.

Partnering with a competent writer helps you get more of what you want from life.

Tips for Working Effectively with a Professional Business Writer

You have chosen a writer. Now you need to know how best to work with them to maximize quality and minimize cost. A professional provider should guide you, from the first communication, with clear instructions.

The project will progress more efficiently if you:

- Inform the writer clearly of the best times and methods for making contact. Provide contact telephone numbers and email address.
- Provide sample documents that illustrate your branding. If you have a document template suitable for use in this work, supply it.
- Tell the writer what facilities you can access for communication and collaboration. It is commonly assumed that business operators can access the Internet readily, and have access to commonly used Windows software. If that isn't the case, say so!

- Be clear about timing requirements. Try to plan and make reasonable allowances for the fact that writers have other clients and commitments, and need time to deliver a quality product. If you have a tight deadline, explain. Ask if the writer can accommodate it. The right partner will work long hours and prioritize your work when there is a genuine urgency.
- Gather and organize all the materials the writer will need and provide them efficiently, in as few separate dispatches as possible. Include details of your preferred font and your business colors (preferably advising the RGB color codes, which you can obtain from printers or graphic artists you have worked with). If you use unusual fonts, you may need to supply the font files.
- Provide information for the project by creating an audio or video tape or file, or by writing rough notes. Ensure any writing is clearly legible. Make sure audio is clear and easy to understand.
- If you need the writer to research your topic further, offer suggestions of sources and comment on the quality of various popular sources. (Expect to pay hourly rates for research. Writers usually quote a fixed price for a task involving writing from supplied data, or editing. Independent research is more difficult to quote, and may add substantially to your costs.)
- Document any specific instructions, such as the preferred length, page size, and diagrams or illustrations to be included. Advise the writer if the document must fold a particular way. If it is to be mailed, advise the preferred envelope size and the position of the address window (if any); or the folding style and label position for mailing without an envelope.
- Try not to change specifications after the project guidelines are agreed. If you do change specifications, or add additional requirements, expect extra costs.
- Pay requested deposits promptly. The writer might reasonably refuse to start work until the deposit is received.
- Respond promptly to communications. If you cannot answer questions or give feedback immediately, confirm receipt and advise when you will respond.
- Where possible, advise changes to drafts by marking up the draft. Most writers can offer options to make this simpler for clients.
- If sending comments or instructions about draft changes, focus on clarity. Make it easy for the writer to find the section to which your comment refers. Perhaps mark up the draft with numbers and number your comments.
- Be honest, open, and direct when offering feedback. Expect the writer to be direct as well. The goal is the best possible result. Egos and emotions get in the way! Focus on the product.
- Take care when approving a draft. If you ask for further changes after approving a part of the work, you may incur additional costs.

- Respect the writer's professionalism. It's not a job everyone can do well. Good writers have invested to develop valuable skills and experience.

If you need assurances of originality, ask questions in a manner that imply you are confident the writer respects copyright. Threats of using "Copyscape" to test work and aggressive statements prefaced with "I will not pay if..." may offend.

Don't suggest the price should be low because a job is "easy for someone who knows what they are doing." If it's "easy", you should not need professional help! Only someone who is competent at a task knows the hidden challenges involved, the time requirements, and the skills needed.

- While respecting professionalism, don't hesitate to ask for clear performance and quality guarantees, and for explanations of terms and conditions of service. A professional will respect your right to be confident of receiving value for your investment.
- Pay invoices in full and on time.
- Offer references or testimonials when pleased with a writer's work. Where possible, offer to allow the writer to use the piece, or part of it, as a work sample. Writers need to produce references and work samples to attract additional clients.

Respecting a writer's professionalism and dealing efficiently with administrative matters and feedback requests will help contain costs and ensure the best possible results.

Always remember that what you are paying for is not words or pages, but results!

To get what you want in life, you must 'nudge the world a little'. What is a wordsmith worth if they can help you do that successfully?

Go on... start nudging!

Get more of what you want from life...

Enjoy seeing more of your wishes granted.

- **Impressive business documents**
- **Persuasive marketing copy**
- **Influential white papers and articles**
- **Empowering instructional materials**
- **Entertaining stories or verse**
- **Pulling web copy**

Rainbowriter will deliver inspired copy that elicits exactly the response you seek from your reader.

The right words... in the right order...impressively presented.