

Advansys Fact Card

Does this make sense?

“Use furniture removals and avoid sweat and back pain.”

Customers who are reading the blog DO NOT want to know about the specific negatives. Put a positive spin on the challenges.

“With our removal service you can avoid the hard work of moving furniture.”

“You are not professional furniture remover and training is necessary when lifting heavy items otherwise you may end up in the hospital.”

The customer knows that they are not a professional. That is why they are reading the blog. Avoid telling them things they already know.

“You want to pay for a professional service otherwise there’s no point in hiring a company.”

The last sentence is very aggressive. ***“To ensure the quality of the service, hire a professional company”*** is more positive.

“The removal men have to be in company’s uniform to ensure things are taken seriously.”

The last sentence makes no sense. Why would the removal men take it seriously only when in uniform?

“Dentist is a health care practitioner who specializes in the diagnosis, prevention and treatment of diseases of oral conditions. Dental team consist of different professionals such as dental assistants, dental hygienists, dental technicians and sometimes dental therapists. To be good dentists they need to constantly practice and update the knowledge.”

Don’t tell the reader what he/she already knows. In this paragraph you are telling a dentist what their job is. Really?! Know your audience.

“As in that song by Lionel Richie, where he sings about feeling ‘easy like Sunday morning’, you can also make your mornings much more entertaining and fun with this personalized alarm clock.”

It’s a nice idea to include pop culture references but they need to be integrated better.

Advansys Fact Card (Continued)

“Start your days ‘easy like a Sunday morning’ with personalised and fun alarm clocks.”

“Your home is your fortress. You spend there a considerable amount of time so it has to be comfortable and cosy to live in. Some of the most precious moments take place there and no wonder you want only the best of the best in it.”

What does this say? Can the consumer get anything about wooden floors from this?
“Your home can be comfortable and cosy with wooden flooring”.

“With the typical alarm clocks almost screeching and beeping loudly, you could almost get a heart attack and smash that scoundrel to the wall! As a result of the rude awakening, you get angry and depressed.”

Since when was an alarm clock a scoundrel? You wouldn't get angry and depressed. You are trying to sell a product, not put people off. *“Nobody likes a rude awakening, so make it easier with a personalised alarm clock from Sing My Name”*

“People like beverages for their very interesting flavours and convenience that comes in preparation of their drinks.”

This should be split into two sentences. Why is preparation of drinks convenient?
“People like alcoholic cocktails for their interesting flavours. With a personalised bottle, making your own drinks at home is easy”

“women worldwide should mind what they are wearing without going overboard with colours, patterns and fabrics.”

You want people to buy the clothes, try to avoid telling them what not to wear.

“A personal message is a great way to give a gift that extra special touch. However, we don't recommend brewing your own alcohol drinks to give as gifts or you might end up like a man who was distilling his homemade vodka, when something went wrong with the mix, and it blew out the windows and the roof... Fortunately the inventor got out of this alive with some skin burns. “

How does this sell a bottle of Vodka? Would you see this in ANY other company's blogs? The company is selling vodka, so why would they talk about making your own?