



Copywriting

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Use 'mirroring' in customer communications for extra oomph

In psychology, 'mirroring' is where someone unconsciously or consciously copies or reflects another person's body language and communications style.

To one extent or another we all do it. Meeting someone half way helps smooth our interpersonal communications. And it's a strong physical indicator of goodwill.

Watch two or more people in conversation and, unless they're disagreeing or arguing, you'll notice them copying each others' gestures and postures.

You can take advantage of this when you communicate with your customers and prospects.

If a customer or prospect writes to you or emails with the signoff, 'best wishes', reply using the same signoff. If they use 'kind regards', use 'kind regards' in return.

It's only a small thing but in a competitive economy where everyone's fighting for

prominence, it helps. Mirroring encourages people to feel warm towards your brand, which is commercial gold dust.

Last Month

Freelance copywriting: During February 2010 I helped businesses with...

- blog posts
- press releases
- newsletter writing, editing and production
- video scriptwriting
- direct mail letters
- website copy editing
- keyword rich website pages

Kate

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