

How To Instantly Improve Your Writing And Watch Your Sales Skyrocket - Part 3 (Stop Waffling Around)

Have you ever been listening to someone tell you a story and it just goes ON, and ON, and ON... and it never ends?

And you're sitting there thinking to yourself "Would you just get to the point already!"

I know you can think of a scenario like this, because almost everybody does it.

And It's the most ANOOOOOYING thing ever!

... That's Waffling

I remember I was in a store looking at this gun safe, and I had asked the worker there if she could open up the safe so I could take a look inside. So she came and opened it up for me, and then out of nowhere, she went full saleswomen on me.

"This safe can do this, this safe can do that. It can last this long in a fire. It has a good locking system on it. It's made of this metal. It's this, it's that." Etc etc etc.

This lasted for about 15 minutes. And all I asked her was to unlock the safe.

It was so booooooring!

I didn't even want to buy the safe anymore because I just wanted her to stop talking. Now obviously I was being polite to her, but if it was socially acceptable to tell someone to shut up, I probably would have.

"How Do I Know If I Waffle?"

The first step to getting rid of a mistake is to first realize you made it.

To answer your question, I'm going to quiz you. Don't be scared, it's easy.

Take a look at these sentences.

"It's important to try different strategies, which might help, but you can't be sure how or when they'll work."

"Exploring marketing options could help, though it's not always easy to tell if they'll pay off

Or the WORST sentence possibly of all time.

"I know you're probably busy and I don't want to take too much of your time, since your schedule is probably packed."

What do these three sentences have in common?

Good answer! They all mean absolutely nothing and serve zero value in a conversation, they're just words.

Active Language Fixes Waffling

When I say active language, I mean it's clear, it's to the point, and it's concise.

Your words are important. Every word you use should serve a purpose. The last thing you want to do is waste someone's time with words that don't need to be there.

Active language - The team completed the project.

Passive language - The project was completed by the team.

See the difference?

Say Goodbye To Waffling Forever

So stop being shy, stop being timid. Get your point across as concisely as possible.

Your language needs to cut through the clutter like a burning hot knife going through butter.

Keep this in mind when you're writing, and you will see your sales skyrocket in real time!

Talk soon,

Dante

P.S. Want to know how I'd make sure we'd eradicate waffling and keep your prospects glued to their screen, unable to stop consuming your content?

Get in touch with my agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then click the link and fill out the form! <https://www.avanzaresolutions.com/contact>

