



offer makeover:
edmonton's good food box gets their sales
letter rewritten

before



An 9 Page Exclusive, Behind the Scenes Look at an "Offer
Makeover" by Tad Hargrave

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The Good Food Box is a non-profit initiative

THIS IS THE CLASSIC BLUNDER. STARTING OFF TALKING ABOUT YOURSELF AND WHO YOU ARE. PREDICTABLY, MOST MARKETING PIECES START OFF WITH THE WORDS, 'COMPANY NAME IS ...'

BUT NO ONE CARES YET. THEY HEY NO IDEA IF THIS IS EVEN RELEVANT TO THEM AND THEIR PROBLEMS. THEY DON'T CARE IF IT'S A FOR OR NON-PROFIT. NOT YET. THEY WILL LATER – BUT RIGHT NOW THAT WANT TO KNOW, 'HOW CAN THIS HELP ME?'

that provides a grocery home-delivery service consisting of only locally grown, produced and distributed food products. The project started in April of 2010 and is oriented towards building and growing a sustainable local food economy in Edmonton by supporting an always expanding group of local farmers and producers.

SMALL POINT: THERE ARE A LOT OF BIG WORDS AND JARGON HERE. 'Provides', 'consisting of', 'distributed', 'food products', 'oriented', 'a sustainable local food economy' etc. I NOTICED AS I WAS READING THIS THAT I WAS LOSING FOCUS. MY HEAD WOULD GO FUZZY. SO MUCH WAS BEING SAID THERE. SO MANY BIG WORDS AND LONG SENTENCES. AVOID LONG SENTENCES. PREFER SHORT ONES. AND ALWAYS ASK YOURSELF, 'IS THERE A SIMPLER WAY TO SAY THIS?'

THIS IS A BIG THEME IN THIS MAKEOVER.

ANOTHER POINT: MOST OF THIS COPY FOCUSES ON WHAT THE GOOD FOOD BOX (GFB) IS GIVING – RATHER THAN THE EXPERIENCE OF WHAT THEY CLIENT WILL BE GETTING. IT'S A SUBTLE BUT EXTREMELY POWERFUL DISTINCTION. FOCUS ALWAYS ON ARTICULATING IT FROM THEIR POINT OF YOU. NOT, 'WE'LL GIVE YOU _____' BUT 'YOU'RE GOING TO GET _____'. THIS WILL MAKE MORE SENSE WHEN YOU READ THE MAKEOVER.

AND AGAIN – THIS IS ALL ABOUT THE PROJECT AND HOW GREAT IT IS AND ITS VALUES.

The product roster is impressively diverse, offering a wide range of foods, including: fruits, vegetables and mushrooms; eggs and dairy; beef, chicken, lamb, bison and seafood; Coffee, Tea and other beverages; bread and baked goods; chocolate and confectionary; and ready-made meals.

NOW WE'RE TALKING! THIS ACTUALLY HELPS ME UNDERSTAND WHAT I WILL BE GETTING FROM THIS BASKET.

Furthermore, there is a large percentage of certified organic and naturally raised/grown product, helping to encourage the continued growth of a sustainable and environmentally friendly food economy here in Edmonton.

BIG WORDS AND JARGON: 'Furthermore', 'large percentage', 'certified organic and naturally raised/grown product', 'helping to encourage the continued growth of a sustainable and environmentally friendly food economy'

The Good Food Box prides itself in taking care of its producers, making sure that each farmer/grower/producer is compensated adequately for the value they bring to the project.

INSTEAD OF SAYING 'COMPENSATED' JUST SAY 'PAID'.

Transparency is the key to any sustainable endeavour and healthy farmer/customer relationships are supported, by providing background profiles and contact information for each producer; when customers have questions about the product they are purchasing, they have a direct line to all of the project's producers.

BIG WORDS AND JARGON: 'Transparency', 'sustainable endeavour', 'healthy farmer/customer relationships', 'supported', 'a direct line to all of the project's producers.'

Ordering from The Good Food Box is as simple as creating a user profile at <http://www.eatlocalfirst.com>.

THIS LINK ACTUALLY TAKES THEM TO A HOME PAGE FOR THE WEBSITE. BUT WHEN I WENT THERE IT WASN'T IMMEDIATELY CLEAR HOW TO SIGN UP. THAT'S NOT A GOOD THING. SO, IN THE MAKEOVER, I USED THE LINK FOR THE SIGN UP PAGE ITSELF – NOT THE HOME PAGE.

Once the profile is created, one can begin shopping from the full roster of products displayed on the website. Checkout is simple, requiring only a current credit card to complete the transaction. Currently, we deliver to the following postal codes, with customers outside of the offered postal-code zones, picking up their order at our warehouse:

*Wednesday Delivery - T6A, T6B, T6C, T6E Thursday Delivery - T6G, T6H, T6J T6R
Thursday Pick-Up – 5032 129th Ave Friday Delivery - T5B, T5G, T5H, T5K, T5M, T5N,
T5R, T5P Friday Delivery (Sherwood Park) - T8A, T8B, T8C, T8H*

Order today and help to grow Edmonton's local food economy!

THINGS TO NOTICE IN THE MADE OVER VERSION:

HEADLINE: THIS MAY NOT EVEN BE THE BEST HEADLINE – BUT IT'S NOT BAD. SOMEONE IN EDMONTON INTERESTED IN LOCAL FOOD WILL PAY ATTENTION TO THIS LETTER BECAUSE OF THIS HEADLINE. THE HEADLINE IS THE 'AD FOR THE AD'. IF THE FIRST THING THEY SEE DOESN'T GRAB THEIR ATTENTION, IT'S PROBABLY OVER. IN THE PIECE THEY SENT ME, THE HEADLINE WAS, "The Good Food Box is a non-profit initiative". THE NEW HEADLINE, "the easiest way to get your local food in edmonton?" IS BETTER. DO YOU SEE THE DIFFERENCE?

CONNECTING IMMEDIATELY WITH THEIR EXPERIENCE: THEIR OLD PIECE GOES ON AND ON ABOUT THEMSELVES. IN THIS NEW PIECE WE SPEAK RIGHT TO THE VERY COMMON EXPERIENCE OF PEOPLE KNOWING THEY SHOULD SHOP LOCAL MORE AND GET MORE LOCAL FOOD – BUT NOT DOING IT. WHENEVER PEOPLE READ YOUR SALES LETTERS THEY

SHOULD FIND THEMSELVES SILENTLY NODDING AND SAYING, 'YEP. WOW. THAT IS SO ME ...'

FIVE GOOD REASONS: HERE'S WHAT'S INTERESTING. THEY HAD ALL FIVE OF THESE REASONS IN THE PIECE THEY SENT ME. BUT THERE WERE TWO PROBLEMS – THEY WEREN'T 'FLAGGED' AS REASONS TO BUY FROM THEM. AND SECONDLY, THEY USED BIG WORDS AND SENTENCES. SO I STRIPPED IT DOWN RIGHT TO THE ESSENCE OF IT AND GAVE IT A SUBHEADLINE OF 'THE FIVE REASONS TO BUY FROM THEM'. THIS DOES A COUPLE OF THINGS. FIRST IT LETS PEOPLE KNOW THAT THERE ARE FIVE REASONS – AND THAT GETS THEM CURIOUS TO KNOW WHAT THOSE REASONS MIGHT BE. BUT IT ALSO LETS THEM KNOW IT'S NOT 100 REASONS. THIS WON'T GO ON FOREVER. AND IT ALSO TAKES ALL OF THESE GOOD THINGS ABOUT THE PROJECT AND FRAMES THEM DIFFERENTLY – NOT JUST 'HERE'S SOMETHING GREAT ABOUT US' BUT 'HERE'S WHY YOU SHOULD BUY FROM US'. SUBTLE BUT DIFFERENT.

CALL TO ACTION: THE MOST IMPORTANT THING! THE PIECE THEY SENT ME SORT OF MENTIONS HOW TO ORDER. BUT IT DOESN'T MAKE A BIG DEAL OF IT. IT GETS SORT OF LOST IN THE MIDDLE. AND, WITH EVERY MARKETING PIECE – YOU WANT TO ASK YOURSELF – 'WHAT DO I WANT THEM TO DO AT THE END READING THIS?' IN THIS CASE – WE WANT THEM TO PLACE AN ORDER. SO THE LINK AT THE BOTTOM IS BIG. THE ASK IS THE VERY LAST THING. AND IT'S VERY CLEAR. HERE'S WHAT TO DO – AND HERE'S WHAT WILL HAPPEN NEXT. YOUR AD MUST ASK FOR THE ORDER IN A SUPER PROMINENT AND CLEAR WAY.

after



"the easiest way to get your local food in edmonton?"

You know the story.

You keep meaning to buy more local food - but you don't.

You end up picking up most of your food at Safeway or Save On and don't make it down to the Farmer's Market as much as you'd like.

You've got that organic lettuce in your hand - but you know it got shipped from California. And for the hundredth time you say to yourself . . .

"I need to buy more local food."

Not your fault. It can be hard. It's not like grocery stores have a 'local foods' section yet.

But there's a relatively new project in Edmonton that's making eating local food almost brainless.



Here's how: [You get it delivered to your door by the good people of The Good Food Box.](#)

The Good Food Box is a non-profit initiative that gets you the very best locally grown groceries delivered right your doorstep (plus a few extra 'not-local' but very cool things).

The project started in April of 2010 and is helping to grow a sustainable local food economy in Edmonton by supporting an always expanding group of local farmers and producers.

And it's been growing fast.

But, we at e-sage would like to see it grow even faster.

Here are a **five** good reasons to order at least a portion of your local food from the Good Food Box:

GOOD REASON #1: The product roster is impressively diverse, offering a wide range of foods, including: fruits, vegetables and mushrooms; eggs and dairy; beef, chicken, lamb, bison and seafood; Coffee, Tea and other beverages; bread and baked goods; **chocolate** and confectionary; and **ready-made meals**.



You'll be surprised how much of your shopping you can do from your home computer (which could save you some time at the grocery store).

GOOD REASON #2: Furthermore, there is a large percentage of certified organic and naturally raised/grown product. So, every dollar you spend with them is a vote for more sustainable and environmentally friendly food in Alberta. So, with every purchase, you get to know you're making Alberta a little greener and more sustainable.

GOOD REASON #3: The Good Food Box prides itself in taking care of its producers, making sure that each farmer, grower and producer is paid well. This means that this project will be around for a long time and not burn out. It's not the lowest price (which could drive these farmers out of business) but it is a fair price.

GOOD REASON #4: You'll also get background profiles and contact information for each producer. When you've got questions about what you're eating, you've got a direct line to the farmer who grew it.

GOOD REASON #5: It's super simple to order.

Ordering from The Good Food Box is as simple this:

STEP 1) CLICK HERE to create your user profile



STEP 2) Begin shopping from all the products on the website.

STEP 3) Checkout (all you need is a credit card!)

STEP 4) Receive it with a smile from a friendly delivery person.

That's it.

NOTE: Currently, they deliver to the following postal codes, with customers outside of the offered postal-code zones, picking up their order at our warehouse:

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Thursday Delivery - T6G, T6H, T6J T6R

Thursday Pick-Up - 5032 129th Ave

Friday Delivery - T5B, T5G, T5H, T5K, T5M, T5N, T5R, T5P

Friday Delivery (Sherwood Park) - T8A, T8B, T8C, T8H

Order today and help to grow Edmonton's local food economy!

Start by going to the website below and creating your own profile:

[CLICK HERE TO ORDER](#)

warmest,

Tad & Asia
e-sage

p.s. Your order makes a HUGE difference to this project and to the farmers it supports.
Make it a 2011 resolution to finally start enjoying more local food. Start with a small order if you need to - but why not start?

What are you waiting for?