



**offer makeover:**  
edmonton's crystal cradle gets a new home  
page for their website



An 13 Page Exclusive, Behind the Scenes Look at an  
"Offer Makeover" by Tad Hargrave

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Hey there,

You're about to read an offer makeover for my dear friends at [www.crystalcradle.ca](http://www.crystalcradle.ca) who came to me seeking feedback on their homepage of their website.

I've had their jewelry for years and am an incredible fan of the attention it gets me when I wear it.

I tend to think that people learn best from real life examples – and so, every once in a while when I do work for someone, I like to break it down and explain why I did it that way.

There are a two parts of this document you're reading now.

1. **Before:** I respond directly to the info they put down. This goes back and forth (sometimes a dozen times). What are you are reading is highly abridged and to the point. But it will give you a 'backstage pass' into how I look at offers (and the things which I see that these entrepreneurs can't). My thoughts and feedback will appear in ALL CAPS.
2. **After:** Then you'll see the finished product with some additional commentary on why I made some of the wording choices I did.

I hope you find it useful.

Enjoy.

Warmest,  
Tad

*before*

**Do you want people to notice how creative and interesting you are?**

Do you like being recognized and appreciated for your style?

Do you care about local community and global stewardship?

Are you disturbed by our society's waste?

Do you enjoy quality local art?

**You're the kind of person we're looking for if :**

You want quality attention and enjoy talking about art or recycling.

You belong to a community and want to have art that expresses your belonging and/or commitment to responsible global resource use.

You want a better future to exist for your old computer [bicycle/electronics/coffee can/etc.] beyond the scrap heap and would like it to be re-incarnated.

We can provide you with jewelry made from upcycled trash, wirewrapped with love and care. Some relate to communities such as bicycling, computer programming, engineering/electricians, crystal enthusiasts to steam-punk . Different communities create different trash, which creates different opportunities!

We can provide a second life-span for any old computers, electronics or other consumer/industrial trash as a beautiful decorative sculpture or accessory. We can provide a second life-span for any old computers, electronics or other consumer/industrial trash as a beautiful decorative sculpture or accessory.

We can sell or rent to you incredible night time LED decorations that are up-cycled and super energy efficient.

We appreciate people who want to take action on recycling, know what they like and go for it! We love people who belong to community groups. We love people who are enthusiastic about art, beauty, imagination, and understand the importance of play. And we hope you're the kind of person who agrees with us when we say that solar panels are sexy, and net-zero streetlights are the way of the future.

## The Commentary:

WHAT FOLLOWS ARE MY THOUGHTS AND REFLECTIONS ON THE SOLID FIRST EFFORT OF THE GOOD FOLKS AT CRYSTALCRADLE.CA ON THEIR HOMEPAGE – AND THEN A REWRITE OF THAT PAGE. I HOPE IT IS OF SOME USE TO YOU.

IF YOU'RE LOOKING AT GETTING YOUR HOMEPAGE REDONE – I CAN'T COMMEND A BETTER RESOURCE TO YOU THAN ['HOW TO WRITE A LOVABLE HOMEPAGE'](#) BY MY DEAR, DEAR COLLEAGUE – CARRIE KLASSEN.

### **Do you want people to notice how creative and interesting you are?**

Do you like being recognized and appreciated for your style?

Do you care about local community and global stewardship?

Are you disturbed by our society's waste?

Do you enjoy quality local art?

THESE FIRST FIVE LINES ARE A BIT OF A HIT AND A MISS. HERE'S WHERE THEY WORK. THEY'RE ATTEMPTING TO SPEAK DIRECTLY TO THE READER AND WHAT MATTERS TO THEM. MOST HOMEPAGES START WITH, 'COMPANY NAME IS . . .' AND IT'S ALL ABOUT THEM. SO THIS BEGINS MUCH MORE GENEROUSLY BY FOCUSING ON THE READER. IT ALSO ASKS QUESTIONS TO ENGAGE PEOPLE. IT ALSO REALLY STARTS TO LAY OUT WHO MIGHT OR MIGHT NOT BE A FIT FOR THIS WEBSITE. AFTER ALL, IF YOU CAN'T SAY 'YES' TO THOSE FIVE THINGS – YOU'RE ALMOST CERTAINLY IN THE WRONG PLACE.

HERE'S WHERE I FELT CONCERNED . . .

CONCERN #1: I'VE NOTICED A TREND IN MARKETING (AND HAVE PARTICIPATED IN IT) WHERE WE SAY, 'DO YOU . . .' AND THEN ASK A QUESTION TO SEE IF THEY'RE STRUGGLING WITH AN ISSUE WE CAN HELP THEM WITH. THIS MAKES GOOD MARKETING SENSE TO DO . . . AND YET SOMETIMES CAN FEEL A BIT TOO 'MARKETY' AND 'SALESY'. THE QUESTIONS CAN FEEL CONTRIVED AND LEADING. PEOPLE SENSE THAT THEY'RE NOT BEING ASKED FROM A SPACE OF GENUINE CURIOSITY – BUT RATHER A SPACE OF TRYING TO CONVINCED. IT CAN COME ACROSS LIKE AN INFOMERCIAL. AND THE SECOND THAT PEOPLE SENSE WE'RE TRYING TO SELL THEM ANYTHING – THE DEFENSES GO UP. WE NEVER, EVER, EVER WANT TO TRIGGER THAT KIND OF SALES PRESSURE.

CONCERN #2: ASKING QUESTIONS THEY'D NEVER CONSCIOUSLY SAY 'YES' TO. THE FIRST TWO QUESTIONS ARE . . .

### **Do you want people to notice how creative and interesting you are?**

Do you like being recognized and appreciated for your style?

THOSE QUESTIONS ARE HONEST AND DIRECT. BUT, PERHAPS A BIT TOO DIRECT. OF COURSE, DEEP DOWN, ALMOST EVERYONE WOULD ANSWER 'YES' TO THESE QUESTIONS. BUT COULD THEY ADMIT THEIR OWN VANITY? EVEN TO THEMSELVES? FOR MOST OF US THE ANSWER IS NO. MARKETING IS A FUNNY DANCE OF KNOWING WHEN TO BE DIRECT AND WHEN TO BE SUBTLE. WHEN TO BE OVERT AND WHEN TO TELL A STORY. IF YOU ASK A QUESTION THAT THEY CAN'T EASILY SAY 'YES' TO RIGHT OFF THE BAT – THEY'RE LIKELY TO PULL AWAY AND SAY, 'OH. I'M NOT SUCH A PERSON.' (EVEN IF DEEP DOWN THEY ARE JUST SUCH A PERSON). THEY MIGHT, CONSCIOUSLY, SAY TO THEMSELVES, 'I'M CERTAINLY NOT SO SHALLOW' (EVEN AS, UNCONSCIOUSLY THEY'RE CRAVING JUST THAT KIND OF RECOGNITION).

### **You're the kind of person we're looking for if:**

THOSE WORDS ABOVE ARE SO IMPORTANT.

EVERYTHING I KNOW ABOUT MARKETING IS NOT ABOUT 'GETTING THE SALE' BUT ESTABLISHING THE TRUTH OF 'IS THIS A FIT OR NOT'. A COUPLE OF YEARS AGO I WENT TO A MARKETING WORKSHOP. THE CONTENT WAS HIGHLY ADVANCED AND MANY OF THE PARTICIPANTS WERE SO CLEARLY IN WELL OVER THEIR HEADS. THEY WEREN'T YET READY FOR THE CONTENT. IT WASN'T A FIT FOR THEM TO BE THERE. IT WAS A WASTE OF THEIR TIME.

### **You want quality attention and enjoy talking about art or recycling.**

MY GUESS IS THAT MOST PEOPLE DON'T WANT TO ADMIT THEY WANT ATTENTION. AND I'M NOT SURE WHAT 'QUALITY ATTENTION' MEANS ENTIRELY. THE CONFUSED MIND ALWAYS SAYS 'NO'. MY GUESS IS ALSO THAT VERY, VERY FEW PEOPLE LOVE TALKING ABOUT RECYCLING.

I CAN SEE WHERE THEY'RE GOING. THEY MAKE RECYCLED ART. SO THE THOUGHT BECOMES – OUR CLIENTS SHOULD BE PASSIONATE ABOUT RECYCLING. BUT I WOULD QUESTION THAT. MY GUESS IS THAT THE FACT THAT IT'S RECYCLED (THE 'VALUES PROPOSITION) IS 5% OF WHY PEOPLE BUY FROM THEM (TOPS). MOST OF IT IS THE FACT THAT THEY MAKE EXTRAORDINARILY BEAUTIFUL PIECES OF JEWELRY (THE 'VALUE PROPOSITION').

### **You belong to a community and want to have art that expresses your belonging and/or commitment to responsible global resource use.**

'BELONG TO A COMMUNITY' . . . VAGUE. DON'T WE ALL? WHAT KIND OF COMMUNITY?

'WANT TO HAVE ART THAT EXPRESSES YOUR BELONGING AND/OR COMMITMENT TO RESPONSIBLE GLOBAL RESOURCE USE'. CHALLENGE #1 IS THAT THIS READS A BIT LIKE A LEGAL DOCUMENT. CHALLENGE #2 IS THAT I HAVE NEVER ONCE IN MY LIFE CONSCIOUSLY THOUGHT THAT I WANTED THIS. AGAIN, THIS IS AN ASSUMPTION THAT THIS IS WHY PEOPLE WOULD WANT THEIR ART.

You want a better future to exist for your old computer [bicycle/electronics/coffee can/etc.] beyond the scrap heap and would like it to be re-incarnated.

I DO FEEL GUILTY ABOUT THROWING THESE THINGS AWAY BUT I'VE RARELY THOUGHT ABOUT IT BEING REINCARNATED. SURE I'D LIKE THAT BUT . . . IS THAT POSSIBLE? HOW? . . . THIS SEEMS LIKE A COMPLICATED CONCEPT TO BE BRINGING IN. DON'T COMPLICATE – SIMPLIFY.

We can provide you with jewelry made from upcycled trash, wirewrapped with love and care. Some relate to communities such as bicycling, computer programming, engineering/electricians, crystal enthusiasts to steam-punk . Different communities create different trash, which creates different opportunities!

THIS PARAGRAPH CONFUSES ME. WHAT IS 'UPCYCLED'? HOW CAN PIECES OF JEWELRY RELATE TO DIFFERENCE COMMUNITIES? ESPECIALLY TO COMPUTER PROGRAMMING? I AM CONFUSED. AND HOW DOES THEIR TRASH CREATE AN OPPORTUNITY? AT THIS POINT, I DON'T KNOW ANYTHING ABOUT THEIR JEWELRY AND THEY'RE ASSUMING I DO. CONFUSED MIND SAYS, 'NO'.

We can provide a second life-span for any old computers, electronics or other consumer/industrial trash as a beautiful decorative sculpture or accessory. We can provide a second life-span for any old computers, electronics or other consumer/industrial trash as a beautiful decorative sculpture or accessory.

I'M INTRIGUED BUT STILL CONFUSED.

We can sell or rent to you incredible night time LED decorations that are up-cycled and super energy efficient.

WHAT? THIS COMES OUT OF NOWHERE. IT WAS JEWELRY, JEWELRY, JEWELRY AND NOW IT'S 'NIGHT TIME DECORATIONS'. WHAAAA?

We appreciate people who want to take action on recycling, know what they like and go for it!

I RECYCLE.IS THAT THE SAME AS WANTING TO TAKE ACTION ON RECYCLING? HOW DOES MY KNOWING WHAT I LIKE AND GOING FOR IT RELATE TO THIS?

We love people who belong to community groups.

We love people who are enthusiastic about art, beauty, imagination,

WONDERFUL. THIS GETS TO THE WHOLE IDEA OF COMMUNICATING 'WHY' WE DO WHAT WE DO. I'M STARTING TO GET A SENSE OF [WHAT THIS BUSINESS IS ABOUT](#). THAT DRAWS ME IN.

and understand the importance of play.

WHA? I DON'T UNDERSTAND HOW PLAY RELATES . . . CONFUSED AGAIN.

And we hope you're the kind of person who agrees with us when we say that solar panels are sexy,

I LIKED THAT LINE. SOLAR PANELS ARE SEXY. HELL YES. NOT SURE HOW THAT RELATES TO JEWELRY . . . BUT I LIKE IT.

and net-zero streetlights are the way of the future.

I'VE NEVER THOUGHT ABOUT THIS ONCE IN MY LIFE. PRETTY SURE IT'S NOT RELATED TO JEWELRY.

SO, IN SUMMARY, WE HAVE A PIECE HERE THAT COMES FROM A STRONG MARKETING FRAME BUT THAT FEELS A BIT SALESY AND CONFUSING.

*after*

Dear Friend,

We think you (and most people) are more creative and interesting than others might think.

If you're like us, you care love your local community, music festivals, dancing and enjoying the company of good people. We'd guess that you do you best to recycle, shop local and take care of the planet in the ways that you can too. Like us, you're probably appalled at what people throw away and how our landfills keep growing. And we hope you're the kind of person who agrees with us when we say that solar panels are sexy.

We bet you are enthusiastic about art, beauty, imagination, understand the importance of play and are passionate about creativity over conformity and treasure the moments when you meet someone new who is a part of your tribe.

Maybe that's why we started this company.

Helping people connect with other like minded people by giving them attention getting jewelry and accessories that spark conversations that matter.

Every day, our clients tell us how they are stopped on the street, at farmer's markets and grocery stores and at music festivals, by people just like them who want to know, 'where did you get that amazing jewelry?'. We're happy to say that our jewelry has started a lot of good friendships (and a few even started dating). Because once they say 'hi' they're often a person who is more creative and interesting than they could have imagined. Sometimes people are shy and need an excuse to say say 'hello'.

For four years, we've been rescuing old computers, bicycles, electronics, coffee cans and more from the scrap heap and re-incarnating them as things of beauty.

Perhaps you're a part of a communities such as bicycling, computer programming, engineering/electricians, crystal enthusiasts or even steam-punk . Different communities create different trash, which creates different opportunities for us to make something wonderful.

### **On this website, you'll find . . .**

- a wealth of jewelry made with love from upcycled trash, wirewrapped with love and care.
- an alternative to the landfill - we can offer a second life-span for your old computers, electronics or other consumer/industrial trash as a beautiful decorative sculpture or accessory.
- jaw dropping, conversation inducing and inspiring night time LED decorations for your next event (you may buy or rent). They're up-cycled and energy efficient.

We're so glad you stopped by. We hope you enjoy your visit.

Please have a look at our gallery to see which creation best suits your identity and sign up for our newsletter to keep up to date with our projects.


## The Commentary:

Dear Friend,

STARTING WITH A WARM SALUTATION RATHER THAN A HEADLINE.

We think you (and most people) are more creative and interesting than others might think.

WE'RE STARTING WITH BASICALLY THE SAME HEADLINE THAT THEY HAD BUT TWISTING IT TO BE BOTH AN APPRECIATION AND A STATEMENT OF BELIEF. AN EXPRESSION OF THEIR CORE POINT OF VIEW. RATHER THAN SAYING, 'WE BET YOU WANT ATTENTION' WE'RE SAYING, SUBTLY, 'WE KNOW YOU'RE WORTH OF ATTENTION.' WE'RE AFFIRMING THAT PART OF THEM THAT KNOWS THEY ARE MORE CREATIVE AND INTERESTING THAN OTHER MIGHT THINK. AND WE'RE CREATING A LITTLE, SAFE SPACE WHERE THEY CAN ACKNOWLEDGE THIS – WE'RE BEGINNING TO TELL A STORY THEY CAN FIND THEMSELVES IN WITHOUT FEELING ARROGANT OR SHALLOW.

I AM AWARE THAT I AM LESS THAN  
SOME PEOPLE PREFER ME TO BE  
BUT MOST PEOPLE ARE UNAWARE  
THAT I AM SO MUCH MORE THAN  
WHAT THEY SEE.  
 AYSAYAKO || TUMBLR

If you're like us, you care love your local community, music festivals, dancing and enjoying the company of good people. We'd guess that you do you best to recycle, shop local and take care of the planet in the ways that you can too. Like us, you're probably appalled at what people throw away and how our landfills keep growing. And we hope you're the kind of person who agrees with us when we say that solar panels are sexy.

INSTEAD OF TRYING TO RELATE THIS TO JEWELRY, WE'RE JUST TRYING TO BUILD A SENSE OF THE KIND OF PERSON WHO'D BE A PERFECT FIT AS A CLIENT. WE'RE PAINTING A PICTURE OF THE PERFECT MATCH SO THAT THEY CAN FIND THEMSELVES IN THAT STORY. I'M INCREASINGLY OF THE OPINION THAT LETTING PEOPLE FIND THEMSELVES IN OUR MARKETING CAN OFTEN BE MORE EFFECTIVE THAN TRYING TO 'CALL THEM OUT' DIRECTLY.

We bet you are enthusiastic about art, beauty, imagination, understand the importance of play and are passionate about creativity over conformity and treasure the moments when you meet someone new who is a part of your tribe.

WE TAKE IT A BIT DEEPER HERE IN PAINTING THE CHARACTER OF THE KIND OF PERSON WE'RE WANTING TO ATTRACT AND ALSO SHARING THE CORE PASSIONS THIS COMPANY IS BUILT AROUND – [THE DEEPER WHY](#). WHEN WE SHARE WHAT WE'RE ABOUT CLEARLY – PEOPLE WHO ARE PASSIONATE ABOUT THE SAME THINGS WILL RESONATE. THEY'LL SAY, 'ME TOO' TO OUR MARKETING, RATHER THAN 'SO WHAT?' BUT WE'RE ALSO INTRODUCING THE THEME OF 'CONNECTION'. WE'RE BRINGING UP THAT HUMAN FEELING HAPPINESS WE GET WHEN WE MEET SOMEONE WHO'S 'JUST LIKE US'.

Maybe that's why we started this company.

Helping people connect with other like minded people by giving them attention getting jewelry and accessories that spark conversations that matter.

THIS PIECE COMES FROM MY OWN EXPERIENCE IN WEARING THEIR JEWELRY. WHENEVER I WEAR THEIR STUFF, I GET COMMENTS. PEOPLE APPROACH ME. THEY OOOOH AND AHFFF OVER IT. AND I LOVE THAT. TO ME, THIS HAS ALWAYS BEEN THE BEST PART OF THEIR STUFF – IT GETS ME ATTENTION AND COOL PEOPLE COME UP AND SAY HI TO ME WHEN I'M WEARING IT. IT'S A CONVERSATION MAGNET – PARTICULARLY FOR THE KINDS OF PEOPLE WITH WHOM I LOVE TO CONNECT. SO, THIS BECOMES THE POSSIBILITY – 'WEAR OUR STUFF AND YOU'LL HAVE MORE MEANINGFUL CONVERSATIONS WITH PEOPLE WITH LESS EFFORT'. IN MY EXPERIENCE, THIS HAS BEEN TRUE. I COULDN'T SAY THAT OF MOST THINGS I WEAR – BUT I CAN SAY IT OF THIS.

Every day, our clients tell us how they are stopped on the street, at farmer's markets and grocery stores and at music festivals, by people just like them who want to know, 'where did you get that amazing jewelry?'. We're happy to say that our jewelry has started a lot of good friendships (and a few even started dating). Because once they say 'hi' they're often a person who is more creative and interesting than they could have imagined. Sometimes people are shy and need an excuse to say say 'hello'.

HERE I'M PAINTING A PICTURE. I'M TELLING A STORY OF WHAT IT MIGHT BE LIKE FOR THEM WHEN THEY WEAR THIS – THIS IS HOW IT HAS BEEN FOR ME. NOTICE, I'M NOT SAYING, 'IF YOU WEAR THIS, THIS WILL ABSOLUTELY HAPPEN. YOU'LL BE THE CENTER OF ATTENTION OF EVERYONE WHO EVER CROSSES YOUR PATH'. I'M JUST TELLING A STORY. THE PROMISE IS IMPLIED NOT EXPLICITLY MADE. IT'S DONE SOFTLY.

For four years, we've been rescuing old computers, bicycles, electronics, coffee cans and more from the scrap heap and re-incarnating them as things of beauty.

INSTEAD OF ASKING IF THEY'RE INTERESTED IN THIS – I JUST SAY IT DIRECTLY – THIS IS WHAT WE DO. I MAKE THE CONNECTION BETWEEN THESE THINGS AND THE JEWELRY AS EXPLICIT AND CLEAR AS I CAN.

Perhaps you're a part of a communities such as bicycling, computer programming, engineering/electricians, crystal enthusiasts or even steam-punk . Different communities create different trash, which creates different opportunities for us to make something wonderful.

WITH THE PARAGRAPH ABOVE THIS ONE, I'M HOPING THAT THIS PARAPGRAPH IS CLEARER – THE CONNECTION BETWEEN DIFFERENT TYPES OF TRASH AND DIFFERENT COMMUNITIES.

**On this website, you'll find . . .**

- a wealth of jewelry made with love from upcycled trash, wirewrapped with love and care.
- an alternative to the landfill - we can offer a second life-span for your old computers, electronics or other consumer/industrial trash as a beautiful decorative sculpture or accessory.
- jaw dropping, conversation inducing and inspiring night time LED decorations for your next event (you may buy or rent). They're up-cycled and energy efficient.

AGAIN. I AM VERY DIRECT HERE. IF THEY'VE READ THIS FAR, THEY'RE LIKELY A GOOD FIT. THEY'RE IN THE RIGHT PLACE. THEY'RE INTERESTED IN WHAT WE'RE OFFERING. NOW WE JUST WANT TO HELP THEM FIND WHAT THEY'RE LOOKING FOR. WE WANT TO MAKE SURE THEY CAN FIND THINGS QUICKLY AND EASILY.

We're so glad you stopped by. We hope you enjoy your visit.

Please have a look at our gallery to see which creation best suits your identity and sign up for our newsletter to keep up to date with our projects.

#### **SO IN SUMMARY . . .**

SO MUCH OF THE ART IN MARKETING IS ABOUT KNOWING WHEN TO BE DIRECT AND WHEN TO BE INDIRECT. WHEN TO BE BLUNT AND WHEN TO BE SUBTLE. WHEN TO NAME IT DIRECTLY AND WHEN TO IMPLY IT. WHEN TO SAY SOMETHING EXPLICITLY AND WHEN TO TELL A STORY AND LET PEOPLE FIND THEMSELVES IN IT.

INSTEAD OF SAYING THE STANDARD, 'ARE YOU STRUGGLING WITH . . . ?' TRY SAYING, 'MANY PEOPLE STRUGGLE WITH . . . ?' OR 'I HAVE STRUGGLED WITH . . . ?' TRY TELLING A STORY THAT PEOPLE CAN RELATE TO. IT DRAWS THEM IN GENTLY AND DOESN'T CREATE THE SAME KIND OF RESISTANCE THAT SALESY QUESTIONS MIGHT.

FINDING A CONVERSATIONAL AND HUMAN TONE IS SO IMPORTANT. I THINK THAT [MICRO STORY TELLING](#) CAN BE VERY POWERFUL.

THE HOMEPAGE OF YOUR WEBSITE IS THE FRONT OF YOUR HOME. MAKE IT BEAUTIFUL, WARM AND INVITING. MAKE IT HUMAN. SHARE A BIT ABOUT YOURSELF AND HOW YOU SEE THE WORLD AND LET FOLKS DECIDE IF THAT FEELS LIKE A FIT OR NOT.