

Here is why conversational content works.

Jen counts her favorite brands as part of her friend group. She calls them by their first name, group texts their sales launches, and as we all learned (the hard way) she is a staunch defender of her friends ... ummm companies.

I know, it sounds... different.

I get it, people like companies who are friendly. But what turned Jen into a diehard fan?

Jen is *emotionally* attached to the company. How did that happen?

Hint: it wasn't social media.

Here's what really happened.

Jen receives well - crafted conversational content designed to open a conversation, build engagement, deepen levels of trust, create a sense of desire, and help choosing her purchases.

That's me. I write conversational content so your company communicates – like a person.

Examples: find more info at www.educationpremise.com

Copy Before: If you are looking for a swimming pool fence that is safe, customizable, easily removable, and visually appealing, welcome to Guardian Pool Fence Systems

Copy After: I am petrified it will happen again. I glanced up and saw my neighbor's child stretching for the dog's ball that had landed in the pool. I don't remember getting to poolside – but the child thought I was a crazy lady.

Now I have a Guardian Pool Fence System. It was easy to set up, I like the color, and it adds a safety zone around the pool. I'm still vigilant when it comes to pool safety but now, I have an assistant Guardian.

Copy Before: Enjoy the comforting warmth of the lobby and the refined cuisine of our restaurant and its marvelous sunny terrace, located in the heart of the hotel's garden.

Copy After: Let's Do Le Saint-Sulpice!

My sister and I are all in for a hotel with a seasonal cuisine - especially if the food is farm to table quality. There is something about sitting all afternoon in a sunny garden terrace while we solve all the world's problems. Join us!