



# NEWS

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A RESOURCE FOR THE FRIENDS & PARTNERS OF LIBERTY JANE CLOTHING

## The Story Of The Doll Clothes Seller and The Five Magical Threads Of Love

Once upon a time there was a poor doll clothes seller that struggled to make a living at her trade. Then one day she discovered a magical thread hidden in a very old box.

The box, given to her by her wise old grandmother, wasn't very big or beautiful. When she used the thread in the box to make her doll clothes people were magically drawn toward her work.

To her astonishment the thread never ran out. Wisely, she decided to search the kingdom and see if there were any other old boxes like the one she had gotten from her grandmother.

She found four more boxes and quickly bought them. She now had five boxes with five threads. Each one created a powerful bond of love with people. She couldn't wait to use them all at the same time.

On the exciting day when she created her first item with the thread from the five boxes people came from miles away to look at her work. Her items became incredibly well loved by everyone who saw them and people began paying incredible prices just to own one of the items.

Then one day, as she was cleaning up her home office, she decided to polish the five wood boxes. To her astonishment, under a layer of dust and grime, each box had a word inscribed on the top written in an ancient text.

She searched the kingdom to find someone who could interpret the words and finally found a wise scholar who knew the language. Here is what each box said:

### Box One: Your Story

Your story is the most powerful answer to the question, "why should I buy from you?" People don't bond with products they bond with people. When you tell your story - you bond with people and

they bond with you. Their appreciation for your work immediately increases.

Do you have an "About Us" section wherever your items are sold? If so you will create a thread of love with your prospects and customers.



### Box Two: Interesting Product Names

Doll clothes are an extension of a fantasy experience. So when you name your product "Lightning Ridge", for example, you fan the flames of fantasy and emotional involvement. When you name your product "White Top/brown Pants" - your product crashes back to reality in the mind of the prospect. When you use interesting product names people will fall in love with your item.

How do you come up with interesting product names? Consider using locations, people, eras, or events. Search online to make sure it is not used anywhere else - and never use something that is Trade Marked by someone else.

### Box Three: Product Stories

Your product story must follow directly from the product name. If you name your outfit "Treasure Island" then your story needs to explain why your outfit is named "Treasure Island".

A simple story, just two or three sentences long, which places a doll on an

island with coconuts, palm trees, and pirates is all you need. People will fall in love with the story of your item.

### Box Four: Detailed Product Description

You should describe each component of your outfit with detailed descriptions. Tell people what it was made out-of, how it was made, and the details involved in construction. Use the names of the fabric, where you purchased them, and what sewing techniques you used. People will fall in love with your thoroughness and attention to detail.

### Box Five: Unconditional Guarantees

People fear getting ripped off, misled, and taken-advantage of. When you include an ironclad money back guarantee you reassure people that you are a good person.

When people ask for a refund, and you give it to them without any hassle they are drawn toward you.

### The Moral Of Our Story

We see a lot of people fail online at selling doll clothes, but we also see people do very well. The difference between the two is frequently the depth of copywriting skill they use. Copywriting is the term used for writing related to sales and marketing.

If you improve your copywriting, particularly with these five elements, you'll improve your sales. Make a simple checklist and include these five boxes, and be sure to always complete them every time you create a new outfit.

### Do You Have A Question?

This article was written because several people asked for help with copywriting. We'd love to write about a topic that you are struggling with - so feel free to submit a question. [Submit it here.](#)

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