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Let's look at some
Jargon

safari Notes: Casey

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Source:

<http://bit.ly/30x500-safari-4>

Jargon

- Italian Renaissance
- time period, period
- appropriate
- sub floors
- same species wood
- antique linecolumn patterns
- Checkerboards
- toe kick
- 5os
- quarter-round
- baseboards
- period handles
- insets/inserts
- KISS
- x-post
- unfitted hutches
- lino
- spatter-effect
- uppers
- flat panel
- eased edges
- turn catches
- spring bolt types
- half-moon metal pulls

Compare yours!

safari Notes: Andrew

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Source:

<http://bit.ly/30x500-safari-4>

Jargon

- Italian Renaissance
- period cabinets
- quarter-round
- period handles
- period appropriate
- inserts to glass
- raised panel doors
- French doors
- pocket doors
- Craftsman

Compare yours!

Real answers from real students:

A Casey clearly got more Jargon terms than Andrew, but then why did Andrew get some that Casey didn't?

unlike the Freelancing Subreddit, I have zero insights into this world, so I approached the data gathering with zero bias or preconceptions

"i added a whole lot more - everything seemed jargon over here"

Andrew: "I happen to be a woodworker...
so I picked that jargon"

TEACHER DISCUSSION

A Why did Andrew get some Jargon that Casey (who noted more terms) didn't?

Andrew didn't just collect less terms of Jargon, he specifically noted ONLY the ones that caught his eye as a woodworker: terms like craftsman, french doors, etc.

The key to this part of Sales Safari isn't just to collect Jargon you know, but ALL of the Jargon you find. Worst case scenario is that a term never comes up again, no harm no foul.

But the best case is you can recognize it as a pattern as you do more Safari!

If you listen to half of the words that you use on a daily basis, or that you read on a daily basis, you'll be blown away by how much of it is jargon.

Most of us go through life disregarding anything that doesn't immediately resonate with us. We almost never stop and go, "I don't know that word" and look it up. Or even when you DO know a word, we rarely pause to consider what it means to that person, in that context.

When you're seeking Jargon during Sales Safari, be sure to note terms you know AND don't know.

safari Notes: Amy & Alex

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Source:

<http://bit.ly/30x500-safari-4>

Jargon

- Italian Renaissance
- Vacant
- period flooring
- counter top
- period countertops
- "time period"
- sub floors
- same species wood counters
- linoleum, lino
- toe kick
- quarter-round
- baseboards
- fresh paint
- period handles
- period
- classic
- period appropriate
- tacky
- wood
- slate
- granite
- "True Linolum" - Marmoleum
- vintage
- mineral oil

- spring bolt types
- simple u handle
- half moon metal pulls

Compare yours!

ANALYZE YOUR OWN WORK

how do your safari notes compare to ours?

-  Did you take notes of terms you recognized, as well as terms you did NOT recognize?
-  Were you tempted to come up with a way to automate Jargon collection? The goal of Sales Safari isn't to find patterns in words, it's to find patterns in understanding.

There's no computer as good as the one in your head.

You have a new ability!

You're building a better understanding of your audience's vocabulary - so you can get crispy!

Remember that you're doing all of this work so that you can get in your audience's head to create things for them that are so resonant they'll say "wow, it's like you read my mind!"

One of the best ways to create that connection is to use the words they use in your Ebombs (and soon, in your product pitches!).

Using Jargon is one of the easiest ways to add crispiness to your work. Having a written archive of your audience's vocabulary makes it easy for you to trade more generic terms for the most specific and correct alternatives.

For example" freelancers almost never use the term "customer", they prefer the term client. Use the right terms to earn (and keep) their attention and trust!

In the next Virtual Hot Seat, we'll take a closer look at Recommendations.

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Get that Safari Gold

3 Jargon Hunting Cheat Sheet

Collect all of the Jargon you can find while you're on safari!

Did you remember to:

- Collect Jargon that you recognize as an audience insider...as well as words that you're not totally sure about?
- When you see a term that you don't recognize, take a second to look it up (Google is SO much faster than the dictionary - no excuses!
- When you DO see a term that you recognize, make sure you take a moment to think about what it means to that person, in context.