

# 5 Simple Ways to Get Your Customers to Listen to You

By Lindsay La Vine | November 14, 2013|

If you're in business, chances are you're trying to get someone – a customer or prospective client – to do something, whether it's call you, visit your website, or try your product. But in a crowded marketplace, how do you distinguish yourself from the competition?

Enter Tom Haley, Group Creative Director at Chicago-based [Jellyvision Lab](#), an interactive conversation company specializing in providing personalized multimedia content on behalf of its clients. We spoke with him about how businesses can better educate and communicate with their customers. Here are his five tips:

## **1. Cut out what's not important.**

It's important to make every sentence as clear and efficient as possible, Haley says. "If you can omit a word, a sentence or a paragraph that's not key to helping someone understand something, do it," Haley says. [...]

## **2. Explain things before you name things.**

If you work in a field with special terminology or jargon, be sure to explain the term and concept before using it over and over because people may not know what they mean [...]

## **3. When possible, use metaphors.**

Haley says using metaphors can help explain complicated concepts to consumers. [...]

## **4. Be funny.**

"Humor is at the core of what we do," Haley says. Jellyvision has found that people learn more and have a better experience if you can make them laugh. "It's not about jokes or gags," Haley says. "It's more about being human, approachable and personable." No matter what you're doing, always remember you're just talking to a single human being, Haley says. [...]

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