

Blancminge

Make sure your Terms & Conditions earn their keep...

Terms & Conditions can be a genuine force for commercial good... as long as they're written with your customers in mind.

Most T&C are complete gobbledegook, lifted wholesale from legal templates. From a communications perspective they tend to be very poor. Which is a shame when every single communication opportunity, no matter how small, can be used positively to the benefit of your business.

Positive, honest, transparent Terms & Conditions can be powerful marketing magic in a world of dodgy dealers. The problem is, most lawyers would probably advise you to leave your T&C well alone.

The solution? Here's some ideas about creating positive, useful terms and conditions:

- provide a plain language version of your T&C for people to read before signing up to the legalese version. Say something like: [Because our Terms & Conditions are legally binding, they're difficult to understand. We think it's nice to know what's what, so here's a plain English version.](#)
- or summarise each term and condition in plain English above or below the legalese. Say something like: [Because our Terms & Conditions are legally binding, they're difficult to understand. We think it's nice to know what's what, so we've summarised each section in plain English.](#)
- or get a good copywriter to create palatable terms and conditions that communicate things properly.

... and don't let caveats ruin your sales message!

Caveats can cause havoc with sales propositions. Reading is turned into an obstacle course because your flow is constantly interrupted by irritating little swords and asterisks. Caveats make you sound negative and if you use them often enough, they'll make you seem untrustworthy.

Is it possible to avoid caveats altogether? Yes. Turn them into positives instead. Make them earn their keep. Here's an example. Replace the caveat [*Offer valid for a limited time only](#) with a sentence in your body copy, loud and proud:

[Hurry, this great offer won't be around forever!](#)

What if you can't make a caveat positive? There's always a positive side. If there genuinely isn't, it's probably a good idea to reconsider and make people an offer that's worth accepting!

What if you really can't bear to clear out the caveats? Put them all in your Terms & Conditions or Agreement instead, where they'll work their hardest to reassure people rather than scaring them off.

