

# WORDS THAT SELL.

Use these powerful words that sell. Don't repeat them over and over but with careful use your advertisement will sell!



## YOU CAN GET SECRET WORDS THAT HAVE THE POWER OF PERSUASION FOR FREE, RIGHT NOW:

Money, easy/easily, benefit, yes, free, guarantee/guaranteed, person's name, health/healthy, quick/quickly, love, results, safe/safely, proven, fun, new, save, now, more, how-to and solution.

When you are selling a product think also of the special words that would help sell that type of product. In the grey boxes are some examples.

Using a thesaurus is a great way to find more suitable words or synonyms for your particular need.

**Selling Technology**  
try: modern, advanced, latest, just released, simple.

**Selling Food** try:  
fresh, delicious, mouth-watering, taste/ tasty, healthy, old fashioned, low fat, thin, convenient, save time.

Remember to always keep in mind the audience or market that you are aiming for.

Consider how factors such as their age, background, gender and country of origin may affect your language.

Consider combining words that sell in the same sentence. For example, maybe your product works, "quickly, safely, and easily." Or, perhaps your service makes cooking, "easy and fun." Or, are your, "proven results guaranteed?" You get the idea. Since short marketing pieces are more powerful than long one, make sure every sentence packs a punch.

While synonyms to these words are acceptable, synonyms are not as powerful as the actual words. To avoid sounding redundant, use the appropriate word wisely, and don't overdo it.

# SECRETS REVEALED TO YOU!



## BUT WAIT THERE'S MORE!

Readers are 25% slower while reading on the Web. Grab their attention:

- ✓ With a question in the headline
- ✓ With a paradox or apparent contradiction in facts
- ✓ With a bold statement that refutes popular beliefs

People like it made easy: It is a breeze to use, Do-it-yourself, Simple step-by-step instructions, Easy to duplicate, Easy to follow, All under one roof, no time at all, Everything you need in one easy-to-use bundle simple.

Announcing... Secrets of.. Amazing... Facts you... Breakthrough... At Last... Advice to... The truth of... How would... How to.... It had to happen.... It's time..... It's crazy.

Announcing... Secrets of.. Amazing... Facts you... Breakthrough... At Last... Advice to... The truth of... How would... How to.... It had to happen.... It's time..... It's crazy.

## YOUR BRAIN!

Some people say that it is the top centimetres of your head that makes the difference. In your website it is the first page that sells the rest of your site, and the top centimetres of every page are the most important. This is what people see when they open the page, the screen 'real estate' they notice without having to scroll down.

Use graphics, shapes and colours to lead the eye, keeping your design clear, direct and simple with good balance and contrast.

Check that your navigation is easy to use.

Use your words carefully to sell-your-site!

Proven, Improved, Tested, Pure, Best, Fresh, Sure, Secure, Natural, Refreshing, Energizing, Safe, Quality, Dependable, Secure, Advanced, Convenient, Quick, Instant, Personal, real, success, important, free-offer, sale, try us out, Introducing, Revolutionary, Offer, Quick, Compare, Hurry