

# Power Words

## Words and Phrases That Sell

This is just a little bonus supplement that will help you out immensely in writing powerful ads, letters, etc...that sell.

You first have to realize that thousands of hours are invested by the world's greatest admen trying to figure out what motivates people to buy. . .especially when it comes to writing headlines for ads.

Believe me, it's not an easy thing to do. It takes hours and hours of work and testing to finally come up with the one headline, phrase, offer, etc. that out pulls the rest.

Even though it's tough for the great ones, I can make it easier for you by giving you a short list of power words, phrases, openings, and transitions that elicit emotion, response and action from your prospects.

For example, when John Caples analyzed the 100 greatest money-making headlines of all time, he found that these following 10 words appeared over and over and over again (the actual number of times is indicated in parenthesis):

You (31)	Money (6)
Your (14)	Now (4)
How (12)	People (4)
New (10)	Want (4)
Who (8)	Why (4)

You can see that you and your appeared far more than any other words. This illustrates the importance of addressing your prospects on an individual level.

As indicated in the report, you have to talk about what your prospects want--not what you want. Remember, it's called WIIFM. These next sets of words are to help you start thinking about how you should be writing to your prospects. These words will give your ads, letters, etc. . .life, emotion, value, and impact.

Use them in everything you write, especially headlines.

### "News Value"...

Announcing  
Latest  
Revolutionary  
Advanced  
Presenting  
**Size...**

Massive  
Spacious  
Mammoth  
Vast  
**Quality...**

Fine  
Exclusive  
Rugged  
Durable  
Imported  
Rare  
Authentic  
Selected

### Utility...

Easy  
Handy  
Practical  
Versatile  
Reliable  
Lifetime  
Quick

### Money...

Wealth  
Fortune  
Profitable  
Reduced (price)  
Lowest (price)  
Discount (price)  
Free

### Interest...

Absorbing  
Information  
Revealing  
Secrets  
Exciting  
**Surprise...**

Amazing  
Astounding  
Striking  
Fantastic  
**Appearance...**

Classic  
Elegant  
Charming  
Spectacular  
Lavish  
Exquisite  
Distinctive

### Approval...

Proven  
Guaranteed  
Acclaimed  
Tested  
Popular

### Miscellaneous...

Gift  
Successful  
Immediately  
Absolutely  
Only (price)  
Complete

## Other Words That Work Wonders

suddenly	miracle
now	magic
announcing	offer
introducing	quick
improvement	easy
amazing	wanted
sensational	challenge

remarkable  
startling

compare  
hurry

## Persuasive Phrases That Work

Free offer often work well in direct-response advertising. Here's some examples:

Yours free	Free trial lesson
Free gift	Free to new members
Booklet free	Free examination
Ask for the free report	Free demonstration
Free guide book	Free audio cassette
Literature free	Free consultation
32 page catalog free	Try it free for 10 days
Free sample	Yours for the asking

## News Related Introductions

Try these intros that give a feeling of freshness:

Just Arrived	New method of _____
New here	New modernized _____
It's here	Latest findings
New discovery	Just off the press
New and Improved	Just published
New invention	Just out
Important development	Beginning (date)
The world's first _____	At last

## How To Phrases

People want to know how to do things--how to get ahead, how to solve problems, how to enjoy life. In each of the following HOW phrases, you can complete the phrase with your own solution to the prospect's problem.

How to _____	How to get the most out of _____
How to get _____	How to avoid _____
How to have _____	How to end _____
How to keep _____	How to get rid of _____
How to start _____	How to conquer _____
How to begin _____	How I _____
How to improve your _____	How I improved my _____
How to become _____	How to enjoy _____
How to develop _____	How you can _____

## Information

People buy magazines and newspapers and listen to broadcasts to get information. You can successfully compete for attention by telling your prospects the things they want to know.

Seven ways to _____	The truth about _____
The one sensible way to _____	Plain talk with _____
Profitable tips for _____	Confidential chats with _____
20 tips for _____	Advice to _____
Your one sure way to _____	The common sense way to _____
Guide to _____	Facts you should know
What you should know about _____	Mistakes you can avoid

## Confidence Building

Now matter how attractive your offer is, you must build believability into your ad. Here are some phrases that will help.

Award winning	Make this test
Seal of approval	Founded in (year)
Over ___ thousand sold	What others say about ___
Proven in laboratory tests	See before you buy
Established ___ years	You risk nothing
Money back if you're not delighted	If you're not delighted, just write cancel on bill

## Price

Sale priced	Fantastic savings
Only ten percent above wholesale price	Price going up soon
Save up to \$_____	Price goes up after _____
Less than half price	Never at this price again
Order before price increase	

## Miscellaneous Phrases

Send no money	The key to _____
No obligation	Only .25 a day
No salesman will call	Now you can _____
Special offer	You don't have to be rich to _____
Money-saving offer	From factory to you
The secret of _____	Buy direct and save
Yours if you qualify	Easy payment plan
Do you have these symptoms _____?	For quick information telephone _____
Who else wants _____	Orders shipped in 24 hrs

## **Immediate Action**

Act now	Investigate today
Don't delay	Act fast
Order now	Be the first
Order today	Rush name for details
Order now, pay later	For a short time only
Delay may be serious	While supplies last
Don't put off today	Price going up
Send today	Supply limited
Send postcard today	Last chance
Get started today	

## **Summing Up**

In writing your advertising copy, don't neglect the tested words and phrases that are used by the most effective direct response advertisers. Keep the lists in this report handy when writing. Look over them before you begin to write. Make sure your advertising agency uses them. Refer to them often.