

Make Your Words Sell!

With Power Words

Are you writing your marketing copy to sell? When it comes to writing copy for your small business marketing materials, the words you choose matter.

WHAT...
exactly are
Power Words?

Power words are compelling. They trigger emotions in our brain. So it's important to use the right word in order to grab the attention of your reader and persuade them to take action.



HOW...
to properly use
Power Words?

Use power words in your headlines because that's most likely the first thing your reader will see. Be sure to use them sparingly in your copy too.



WHY...
should you use
Power Words?

It has been proven year after year that power words **CAN** increase your sales.

TIP

To figure out what words you want to use, think about **how you want your reader to feel.**

Words About Saving

Save - Money - Win - Cheap
Free - Reduced - Bargain
Bonus - Lowest

Words That Guarantee

Risk Free - Proven - Easy - Safe
Dependable - Lifetime - Delivers

Words With Urgency

Quick - Immediately - Rare
Hurry - Fast - Act - Now
Limited - Deadline

Words About Quality

Exclusive - Best - Improved - Top
Unique - Professional - Ultimate

The Word That Matters The Most

YOU

The main question that readers want to know is...

“What’s In It For Me?”

So, write as if you're talking to an individual in your target market instead of a crowd.

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Words That Sell

R Sandford



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