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PERSONAL PLANNING

Guidebook #59: Using Words That Sell

ATTENTION GRABBERS

- Headline Starters
- Opening with a Question
- Opening with a Story
- Opening by Extending an Invitation
- Salutations & Invitations
- The “Most Powerful Word” in Advertising
- The Ten Most Powerful Words in Advertising
- Frequently Used Advertising Words

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“Hey I think I’m getting the hang of this!”

Smallbusinesstown.com
USING WORDS THAT SELL

IMAGINE if you had no way of representing your thoughts on paper, how difficult, if not impossible, it would be to share your ideas with the world? While it may be easy to picture a car without having a word to describe it, imagine how difficult it would be to explain its function and benefits on paper or articulate its meaning verbally without having an adequate arsenal of descriptive nouns and adjectives.

Words are essential tools for relating our thoughts to others – it is how we let others experience what we know. As an advertiser however, you must learn, in addition to the dictionary definition of words, their emotional and psychological impact. You must learn how to use words that connote just the right meanings and feelings to get your consumers to buy what ever it is you have to sell. In fact, you must become a bit of a hypnotist.

Walking in a strange yet peaceful trance, a man heard someone shout: “HEY . . . HOOTIE BABY!” and immediately felt a strong desire to get down on all fours and bark like a dog. Nearby, another man with piercing blue eyes and a bright gold watch, chuckled mysteriously, as the other man helplessly succumbed to his uncontrollable urge.

FUNQUOTE
1

ATTENTION GRABBERS

USE THE following words and phrases to grab attention and create interest in your advertising.

Headline Starters

ANNOUNCING . . . BARGAIN!
BE YOUR OWN BOSS . . . DISCOVER . . . DO WONDERS

WITH . . . DO YOU WANT MORE MONEY . . . FIRST TIME EVER . . . FREE! SECRETS . . . FREE BOOK . . . HOW MUCH INCOME DO YOU WANT . . . HOW TO . . . INTRODUCING . . . MISTAKES THAT COST . . . NAME YOUR . . . NAME YOUR OWN INCOME . . . NEVER BEFORE . . .

NOW AT LAST . . . OWN YOUR OWN . . . PROFITS FOR YOU . . . REVEALED . . . SAVE . . . THE SECRET OF . . . THROW AWAY YOUR . . . WHO ELSE WANTS . . . WHY . . . 273 WAYS TO . . . 50 REASONS WHY . . .

Opening with a Question

Opening with a question is one of the most popular sales letter and ad copy lead-in techniques. However, it is also one fraught with problems. For example, what happens to the impact of your opening if your readers prefer answering the ques-
tion opposite from what you want?
Are you curious about . . . ?
Are you interested (intrigued by) in . . . ?
Are you ready for . . . ?
Are you still . . . ?
Confused about which computer you should buy?
Could you use an extra $3,000 each month?
Did you ever ask yourself . . . ?

Did you ever ask yourself . . . ?
Did you ever see a mother give her baby warm beer in his bottle?
Did you know that . . . ?
Do you know where to obtain information on the latest money-saving business techniques?
Do you want a better job?
Do you want to stretch you purchasing power?
Do you want to stretch your purchasing power?
Don’t you need . . .
Don’t you wish . . .
Have you ever dreaming of learning to . . . draw or paint?
Have you ever felt lonely – even with other people around?
Have you ever stayed awake at night thinking about . . . ?
Have you ever thought about . . . ?

The ten most common words in the English language are the, of, and, to, in, a, that, is, was and he. Together they make up more than 35% of all written and spoken English.

FUNFACT
are wishing, hoping -- even dreaming -- that
How many times have you said to yourself . . .?
Isn’t it time you . . .?
Isn’t it time you . . .?
Let me ask you — what if . . .?
Tired of empty promises?
We’ve just worked out a plan for you that . . .
What’s the best investment you’ve

even made?

What’s the most profitable . . .

What’s the most effective way to . . .

What’s the most effective way to . . .?

What’s the safest . . .

Who do you call . . .

Why should you use ______ when you can . . .?

Will you risk one dollar to . . .?

Would you risk a dollar to . . .?

Wouldn’t you like to . . .

Opening with a Story
Opening with a story can be fun and creative. However, bear in mind that the world is full of skeptics who often feel that if your proposition has to be sugar-coated, then perhaps it lacks merit and isn’t worth considering. If you choose to introduce your product or service using a story, it is important, within the first or second sentence, to include a phrase that summarizes the real content of the ad.

By way of welcoming you to that select group for whom 22 kt gold holds a special charm (yes, I said gold), let me tell you

If the eyes are the windows of the soul than words are the windows of the mind.

POWERPOINT
a favorite story. It was a coronary occlusion with complications. NEVER in all my years, had I ever tasted such delicious cheese. There she was . . . flat on her back in the hospital. To my surprise the other day I found that one of my friends was not a member of the Art Institute.

Opening by Extending an Invitation
This letter is a personal invitation for you to see . . .

Here’s a special invitation to use the world-famous . . .

I invite you to become a . . . member of . . .

To a limited number of customers I am sending this invitation . . .

As a valued Wonderworks’

customer, we invite you . . .

By accepting this offer, you will join a select group of individuals . . .

Salutations & Invitations
The following salutations and invitations can be used to open just about any sales letter. The openings are ranked from the most often used to the least often used. However, keep in mind when choosing a salutation that it has yet to be reported or proved that any one particular salutation plays a measurable role in increasing or decreasing response. The first sentence of your sales letter plays a far more important

It has yet to be reported or proved that any one particular salutation plays a measurable role in increasing or decreasing response.
role.

MOST OFTEN USED
Dear (customer's name),
Dear Friend,
No salutation (headline or strong opening line used instead)
Dear Customer,
Dear Valued Customer,
Dear Reader,
Dear (name of company) Customer,
Dear Collector,
Dear (adjective) Friend,
Dear Friend of (name of organization),
Dear Buyer,
Dear Retailer,
Dear Wholesaler,
Dear Member,
Dear Subscriber,
Dear Sir,
Dear Executive,
Dear Fellow (title),
Dear Patron of the Arts,
Greetings!

Attention!
Welcome to . . .
A special invitation . . .
Come with us . . .
You are about to Join . . .
Get ready to enjoy . . .
We want you to . . .
You have been selected.

LEAST OFTEN USED

The “Most Powerful Word” in Advertising
In advertising copy, the word "you" is the most important word in the English language. People respond to this word because they feel like the advertiser is talking more directly to them on a more personal level.

In advertising copy, the word "you" is the most important word in the English language.
Therefore, use it as much as possible. It is the first choice among most of the leading copywriters especially for DM.

Ask yourself: “Am I . . . “

Can you see yourself . . .

Do you panic? Do you worry about . . .

Good customers deserve the best. That’s why we’re offering you . . .

I want to thank you, with all my heart, for you help in electing me President of the United States.

I would like to share with you . . .

If you, like me, are one of those particular people who don’t like to compromise on the quality of anything they . . .

Imagine for a moment that you . . .

Imagine this cozy scene-taking place in your home.

It is my pleasure to inform you . . .

Only read this if you have decided not to take advantage of this fabulous offer.

Thank you for your interest . . .

This certificate is made out to you, (name) . . .

We’ll send you a free copy of our brochure along . . .

We’re making an offer you can’t refuse . . .

We’re so sure you’ll agree . . .

Yes, dear friend, we want to astonish you . . .

Yes, you can make $150 or $250 a week . . .

You are richer infinitely richer than you think, if you love the beautiful, the unusual, the mysterious and the enchanting.

Good customers deserve the best. That’s why we’re offering you . . .
You owe it to yourself . . .

The Ten Most Powerful Words in Advertising

When writing your advertising copy or headlines, use some of the following ten most powerful words in the English Language.

**DISCOVER** – This word suggests adventure and excitement.

**EASY** – In a world of increasing complexity, everyone wants his or her problems to be solved quickly and with a minim of effort.

**GUARANTEE** – In a world where there are very few guarantees consumers want them whenever they can get them.

**HEALTH** – Everyone wants to live a long healthy life free of sickness.

**LOVE** – This word connotes deep inner satisfaction.

**NEW** – Human Beings continually crave novelty.

**PROVEN** – This word gives people peace of mind.

**RESULTS** – People want to know something good will happen to them if they use your product or service. They expect results.

**SAFETY** – This word indicates long-lasting product quality and relates to personal security.

**SAVE** – Everyone wants to save time, energy, or money.

Frequently Used Advertising Words

Here’s a list of 192 of the most frequently used words and phrases found in advertising copy. These words and phrases have been used over and over again for one simple reason . . . they work.

**Easy, New and Results** are three of the most powerful words in advertising copy.
a special invitation
accept
actual results may vary
advice to affect
all
amazing
announcing
at last
bargain
beautiful
because
best
better

big
bonus
breakthrough
cash
challenge
comfortable
compare
complete
comprehensive
customer
darling
deep
deluxe
discount
don’t delay
don’t wait
dozen
dream
earn
easy
easy-to-use
economical
endorsed
enhanced
enjoy
exclusive
extra
extra value
fast
fine
first class
forever
fortune
found
free
free trial
full
fully documented
future
genuine

Grab Attention using descriptive words like amazing, comfortable and first class.
<table>
<thead>
<tr>
<th>get</th>
<th>how to</th>
<th>last chance</th>
<th>natural</th>
</tr>
</thead>
<tbody>
<tr>
<td>gift</td>
<td>hurry</td>
<td>limited edition</td>
<td>need</td>
</tr>
<tr>
<td>give</td>
<td>idea</td>
<td>live</td>
<td>newly designed</td>
</tr>
<tr>
<td>good</td>
<td>image</td>
<td>long</td>
<td>news</td>
</tr>
<tr>
<td>great</td>
<td>important</td>
<td>love</td>
<td>news flash</td>
</tr>
<tr>
<td>half price</td>
<td>includes</td>
<td>low cost</td>
<td>no obligation</td>
</tr>
<tr>
<td>handy</td>
<td>income</td>
<td>magic</td>
<td>no risk</td>
</tr>
<tr>
<td>happy</td>
<td>introducing</td>
<td>many</td>
<td>no-nonsense</td>
</tr>
<tr>
<td>heavy</td>
<td>it’s here</td>
<td>men</td>
<td>now</td>
</tr>
<tr>
<td>help</td>
<td>job</td>
<td>miracle</td>
<td>offer</td>
</tr>
<tr>
<td>here’s why</td>
<td>join</td>
<td>model</td>
<td>official</td>
</tr>
<tr>
<td>high</td>
<td>joy</td>
<td>mommy</td>
<td></td>
</tr>
<tr>
<td>home</td>
<td>just arrived</td>
<td>money</td>
<td></td>
</tr>
<tr>
<td>hot</td>
<td>keen</td>
<td>money back</td>
<td></td>
</tr>
<tr>
<td>hottest</td>
<td>keep</td>
<td>money-making</td>
<td></td>
</tr>
</tbody>
</table>

**Grab Attention** using descriptive words like **handy, just arrived** and **limited edition**.
<table>
<thead>
<tr>
<th>one of a kind</th>
<th>quick</th>
<th>guaranteed</th>
<th>sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>only</td>
<td>ready-to-use</td>
<td>save money</td>
<td>surprising</td>
</tr>
<tr>
<td>opportunity</td>
<td>real</td>
<td>save time</td>
<td>take</td>
</tr>
<tr>
<td>order today</td>
<td>receive</td>
<td>secret</td>
<td>tested</td>
</tr>
<tr>
<td>original</td>
<td>reliable</td>
<td>send</td>
<td>thousands</td>
</tr>
<tr>
<td>personal</td>
<td>remarkable</td>
<td>sensational</td>
<td>time</td>
</tr>
<tr>
<td>plan</td>
<td>reveal</td>
<td>sign up today</td>
<td>time-saving</td>
</tr>
<tr>
<td>power</td>
<td>revolutionary</td>
<td>simple</td>
<td>today</td>
</tr>
<tr>
<td>powerful</td>
<td>right now</td>
<td>smooth</td>
<td>trail</td>
</tr>
<tr>
<td>practical</td>
<td>risk-free</td>
<td>special</td>
<td>under</td>
</tr>
<tr>
<td>priority</td>
<td>rush</td>
<td>startling</td>
<td>unforgettable</td>
</tr>
<tr>
<td>proof</td>
<td>safety</td>
<td>step-by-step</td>
<td></td>
</tr>
<tr>
<td>protect</td>
<td>sale</td>
<td>strong</td>
<td></td>
</tr>
<tr>
<td>proven</td>
<td>sample</td>
<td>success</td>
<td></td>
</tr>
<tr>
<td>quality</td>
<td>satisfaction</td>
<td>suddenly</td>
<td></td>
</tr>
</tbody>
</table>

**Grab Attention** using descriptive words like **powerful, remarkable** and **sensational**.
unique
unit
unmatched
up-to-date
update
urgent wanted
useful
valid
value
vary
venture
wanted
wealth
when
who else

why
win
women
works wonders
write
x-ray
yes
yours
yourself
zero
zip

DESIRE INJECTORS

USE THE following words and phrases to inject desire into your target consumers through your advertising.

Changing Ordinary Words into Great Words
Changing good words into great words can add vim and vigor to your writing style.

CHANGE . . . TO . . .
alert ⇒ energized
all right ⇒ superb
attractive ⇒ gorgeous
awake ⇒ raring to go
comfortable ⇒ luxurious

A picture is worth a thousand words, but a single word can create a thousand pictures.

POWERPOINT
confident ⇒ unstoppable
content ⇒ serene
cool ⇒ outrageous
curious ⇒ fascinated
determined ⇒ unstoppable
energized ⇒ turbo-charged
enthusiastic ⇒ excited
excited ⇒ ecstatic, impassioned
fantastic ⇒ fabulous
fast ⇒ ballistic

feeling good ⇒ cosically charged, just tremendous
fine ⇒ awesome
focused ⇒ energized
fortunate ⇒ unbelievably blessed
full ⇒ replete
fun ⇒ vivacious
good ⇒ better than excellent, dynamite, just doesn’t get any better, magic, vibrant
great ⇒ exuberant, exhilarated, killer,
incredible, phenomenal
happy ⇒ ecstatic, jazzed, stoked, exuberant and hyped, totally blissed
intense ⇒ laser-like
interested ⇒ enthralled
interesting ⇒ captivating
like ⇒ enrapture, idolize, relish
loved ⇒ adored
loving ⇒ passionate
motivated ⇒ compelled, driven to, juiced
moving forward ⇒ moving at warp speed
nice ⇒ fantastic, spectacular
no problem ⇒ happy to
not bad ⇒ couldn’t be better
okay ⇒ energized,

Inject Desire by changing words like determined to unstoppable and interesting to captivating.
fantastic, perfect
paying attention ⇒ focused
peaceful ⇒ serene
perfect ⇒ extraordinary
powerful ⇒ invincible
pretty good ⇒ great, coolamundo
pumped up ⇒ soaring’
quick ⇒ explosive
resourceful ⇒ brilliant
satisfied ⇒ satiated
secure ⇒ centered, confident, secure, emboldened, empowered
smart ⇒ gifted
stimulated ⇒ charged up
strong ⇒ invincible
super ⇒ booming
tasty ⇒ sumptuous
terrific ⇒ ecstatic

Changing Pain Causing Words into More Positive Words
Fill your thoughts with positive words and you will tend to be happier. Fill your customer’s head with positive words that enliven your product and they will be attracted to it like moths to a street light. In fact, changing painful situations, attitudes and states of mind into pleasurable or desirable situations, is a fundamental aim of all advertising.

afraid ⇒ uncomfortable
angry ⇒ disenchanted
anxious ⇒ expectant
confused ⇒ curious
depressed ⇒ calm

Imagine if there were no words for hate, dislike, murder or war. Perhaps these evils of humanity would not even exist?

POWERPOINT
destroyed ⇒ set back
disappointed ⇒ delayed
disgusted ⇒ surprised
dreadful ⇒ challenged
embarrassed ⇒ more aware
exhausted ⇒ recharging
failure ⇒ stumble, learning, getting educated
fear ⇒ wonderment
fearful ⇒ curious,

hopeful
frightened ⇒ inquiring
frustrated ⇒ determined, fascinated
furious ⇒ passionate
humiliated ⇒ surprised, uncomfortable
hurt ⇒ bothered, concerned
I hate ⇒ I prefer
impatient ⇒ anticipating
insecure ⇒

questioning
insulted ⇒ misunderstood, misinterpreted
irritated ⇒ stimulated ruffled
jealous ⇒ overloving
lazy ⇒ storing energy
lonely ⇒ available, temporarily on my own
lost ⇒ searching
nervous ⇒ energized

overloaded ⇒ stretching
overwhelmed ⇒ busy, challenged, feeling imbalanced, in demand, many opportunities, maximized, moving and shaking
painful ⇒ uncomfortable
petrified ⇒ challenged

Inject Desire by changing negative words like lost to searching and embarrassed to more aware.
pissed off ⇔ tinkled, puzzled
rejected ⇔ deflected, learning, overlooked, under appreciated, misunderstood
sad ⇔ sorting my thoughts
scared ⇔ excited
sick ⇔ cleansing
stressed ⇔ busy blessed, discovering, energized
stupid ⇔ different, learning, unresourceful
that stinks ⇔ that’s a little aromatic

Describing Benefits
As you read through this list jot down key words the strike you as being exceptionally descriptive of the benefits of using your products or services. Also, jot down words that can help you describe the benefits of buying from your company.

NOTE If still unsatisfied with your results, look up all the words you have jotted down in a Thesaurus and pick out additional words that remind you of human needs and desires being met. A good Thesaurus can easily explode your original list by a factor of ten.

APPEALING
huggable
irresistible
unforgettable

AUTHENTIC
accept no substitute
genuine
the one and only
the real thing
BIG
brobdingnagian
gargantuan
monumental
of epic proportion
COLORFUL

Describe Benefits and inject desire using words like genuine, the one and only and accept no substitute.
aquamarine
ivory
jet black
midnight blue
sunset orange
vermilion

**COMFORTABLE**
cool as a summer breeze
loose-fitting
soothing
the latest in comfort
unassuming

**COMPLETE**
all the features

you’d expect
complete in one package
comprehensive
everything you need
exhaustive
from a to z
thorough

**CONVENIENT**
armchair shopping
handy
it’s there when you need it
pliable
right at your finger tips

simplifies
transports easily
you won’t have to shop around

**ENJOYABLE**
deply satisfying
get more out of . . .
imagine the fun
you’ll have
pleasurable
the time of your life
will provide
countless hours of entertainment

**EXCITING**
amusing
provocative
shocking
spellbinding
staggering
stimulating
striking
stunning
tempting

**EXCLUSIVE**
Describe Benefits
and inject desire using words like jet black, from a to z and transports easily.
a behind-the-scenes look
discriminating
don’t settle for anything less
exclusive
members only
private

**FABULOUS**
dazzling
breathtaking
magnificent
majestic glorious
opulent
sublime
undreamed of

**FRESH**
cool and crisp
homespun
light as air
nothing artificial
pristine
sealed-in freshness
untainted by
wholesome

**FULFILLING**
be the success you were meant to be
Go for it!
harmony
keeps you ahead of

**FUN**
amusing
festive
get away from it all
just for kicks
laugh it up

Paint the town!
playful

**HELPFUL**
free consultation
monitor
permits you to
service motivated

A powerful agent is the right word. Whenever we come upon one of those intensely right words in a book or newspaper the resulting effect is physical as well as spiritual, and electrically prompt.

**MARK TWAIN**
solve
the solution to
your . . .
we’re in business to
help your business
succeed
we offer a full range
of . . .
HONEST
cold hard facts
jargon-free
plain English
the plain truth
we strip away the . . .
we uncover . . .

IMPROVED
modified
new blood
newly redesigned
re-created
times are changing
and so are we
we’ve transformed

INDISPENSABLE
a bible of
invaluable
no family should be
without
the foundation of . . .
you’ll wonder how
you ever got along

INFORMATIVE
alters your
perceptions
everything you
always wanted to
know about
eye-opening
gives you the facts
you need to make
important decisions
illuminating
stirs the
imagination
takes the
guesswork
out of . . .

INNOVATIVE
a crack team
of . . .
craftsmanship
experienced
expert
ingenious
masters at . . .

Describe Benefits
and inject desire using words like newly redesigned, eye-opening and stirs the imagination.
| our award-winning staff |
| resourceful |
| sophisticated |
| the wizardry of . . . |
| we’re pros . . . |
| we’ve combined our talents |
| we had the foresight to . . . |

**LUXURIOUS**

| plush |
| treasured |
| VIP |

**MONEY-MAKING**

| a golden opportunity |
| cash in on . . . |
| double your earnings |
| get rich without going to work |
| growth potential |
| make a bundle |
| rack up profits |
| watch your money grow |

**POPULAR**

| approved by |
| best-selling |
| endorsed by |
| legendary |
| phenomenally successful |
| preferred buy more |

**POWERFUL**

| dynamic |
| explosive |
| gripping |
| potent |
| raw power |
| riveting |

**STAGGERING**

| vitality |

**RELIABLE**

| built to last |
| dependable |
| laboratory tested |
| no-nonsense |
| quality controlled |
| reinforced |
| solid |

---

**SUPERTIP**

Consider the power of suggestion, and you will never underestimate the true power of a single word or simple phrase.
stands up to virtually indestructible

ROMANTIC
enter a timeless realm of . . .
hauntingly magical mystical smoldering surrender to the spell of . . .
torrid

SAFE full protection peace of mind

puts your mind at ease secluded sleep secure you’re in control you can rely on . . . your defense against

SENSUOUS crystalline firm gorgeous lush moonlit mouthwatering

rounded shapely sparkling sun-swept tropical SMALL compact condensed fits anywhere fits easily intimate light as a feather pocket-sized portable space-saving

STYLISH chick classically simple distinctive dressed to kill fashionable in vogue slinky smart sophisticated

Describe Benefits and inject desire using words like full protection, mouthwatering and space-saving.
**SUPERIOR**
distinguish
first-rate
highest quality
incomparable
outclasses
paramount
the undisputed leader
top-of-the line
unrivaled

**TIMELY**
a welcome addition to
it’s about time . . .

**TRADITIONAL**
antique
centuries old
classic
hallmarks of . . .
heritage
immortal
nostalgic
vintage

**UNUSUAL**
custom-designed
in a class by itself

one of a kind
there’s nothing quite like it
unique

**USEFUL**
fits you like a glove
ideal for
multipurpose
practical
suitable
the ideal companion

Describe Benefits and inject desire using words like **paramount**, **classic** and **unique**.
overcome  
regain  
sidestep  

Positive Action Words  
The following words can be used to make your writing much more lively and less tedious.

accommodate  
accomplish  
acquire  
act  
analyze  
anticipate  

apply  
approach  
assert  
assess  
assure  
balance  
be  
boost  
bridge  
build  
charge  
claim  
coach  
command  
communicate  

confront  
conquer  
control  
convert  
create  
defeat  
define  
deliver  
demand  
demonstrate  
determine  
develop  
devote  
direct  
double  

empower  
establish  
evaluate  
express  
facilitate  
fit  
focus  
frame  
freshen  
gain  
get  

Inject Desire using positive action words like apply, conquer and empower.
<table>
<thead>
<tr>
<th>Action Words</th>
<th>Positive Action Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>grow</td>
<td>make</td>
</tr>
<tr>
<td>handle</td>
<td>manage</td>
</tr>
<tr>
<td>harness</td>
<td>map</td>
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<tr>
<td>identify</td>
<td>master</td>
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<tr>
<td>implement</td>
<td>motivate</td>
</tr>
<tr>
<td>improve</td>
<td>move</td>
</tr>
<tr>
<td>increase</td>
<td>multiple</td>
</tr>
<tr>
<td>influence</td>
<td>negotiate</td>
</tr>
<tr>
<td>inform</td>
<td>organize</td>
</tr>
<tr>
<td>involve</td>
<td>persuade</td>
</tr>
<tr>
<td>join</td>
<td>pinpoint</td>
</tr>
<tr>
<td>know</td>
<td>polish</td>
</tr>
<tr>
<td>learn</td>
<td>praise</td>
</tr>
<tr>
<td>leverage</td>
<td>prepare</td>
</tr>
<tr>
<td>maintain</td>
<td>present</td>
</tr>
<tr>
<td>prioritize</td>
<td>promote</td>
</tr>
<tr>
<td>reduce</td>
<td>resolve</td>
</tr>
<tr>
<td>see</td>
<td>segment</td>
</tr>
<tr>
<td>select</td>
<td>shape</td>
</tr>
<tr>
<td>sharpen</td>
<td>show</td>
</tr>
<tr>
<td>situate</td>
<td>soothe</td>
</tr>
<tr>
<td>streamline</td>
<td>strengthen</td>
</tr>
<tr>
<td>sustain</td>
<td>tackle</td>
</tr>
<tr>
<td>take charge</td>
<td>test</td>
</tr>
<tr>
<td>thrive</td>
<td>triple</td>
</tr>
<tr>
<td>understand</td>
<td></td>
</tr>
</tbody>
</table>

**The BIG 26 Positive Action Words**

Go through a dictionary and inject desire using positive action words like master, reduce and soothe.
tionary and pick, under each letter of the alphabet, positive action words you can use to help describe your company or product.

Absorb
Balance
Call
DO
Educate
Franchise
Gratify
Harmonize
Infuse

**Jettison**
**Knead**
**Listen**
**Model**
**Nurture**
**Organize**
**Prioritize**
**Qualify**
**Reflect**
**Seize**
**Transform**
**Uplift**
**Venerate**
**Will**
**Excel**

**Why**
**Zero in**

**Transitional Words**

The following words can be used to help make the transition of moving from one idea to the next, smoother.

All this and more!

Also . . .

Although . . .

And . . .

And here it is . . .

And that’s not all . . .

And, if that’s not enough, . . .

Another . . .

As a result . . .

Best of all . . .

But . . .

But hurry!

But there’s even more . . .

Consequently . . .

Did you ever ask yourself . . .?

Create Unity using transitional words like And that’s not all, also and another.
Don’t forget . . .
Even though . . .
For example . . .
For instance . . .
Furthermore . . .
Hence . . .
Here’s how . . .
Here’s why . . .
How can . . .
How many times have you said to yourself . . . ?
However . . .
In addition . . .
In other words . . .

In short, . . .
Interested?
It’s that simple.
Moreover . . .
Most important, . . .
Nevertheless . . .
Now, for the first time, . . .
Of course . . .
On the contrary . . .
On the other hand . . .
Similarly . . .
Simply stated, . . .
Sounds incredible?

Still . . .
That’s why . . .
That is . . .
The result?
The truth is . . .
Then . . .
There’s more . . .
Therefore . . .
These are just a few of the . . .
Think of it: . . .
Thus . . .
Want proof?
What’s more . . .
Why . . . ?

Yes, you too can . . .
Yet . . .

Using the Word “BUT”
In conversations with customers, try to avoid the use of the word “but.” It negates everything previous that they have said and could make them defen-

Create Unity using transitional words like Here’s why, That’s why and Want proof?
sive. However, when writing copy realize that “but” is a very power word, and if used properly, can be very effective e.g., use it to promote the benefits of your product over someone else’s.

But hurry!

But our product doesn’t do that.

But that’s not all

But there’s even more . . .

But wait . . . there’s more

Using the Word “NO”

As a child, the first word we learned was “no,” and it was usually used to tell us something we couldn’t do. Thus, we have built up a lot of resentment towards this word. The word we really want to hear is “yes.” Yes I love you. Yes, you can do it. Yes, you will be rich. Therefore, unless using the word “no” to describe the benefits of your product or service (as compared to a competitors perhaps), use it cautiously.

No down payment

No more tangles

No more tears . . .

No obligation to buy anything ever!

No risk trail offer.

No strings attached

Visual, Auditory & Touchy – Feely Words

There are three basic types of people who use different senses to interpret the world. Use these words to reach them more effectively.

I narrow-mindedly outlawed the word “unique.” Practically every press release contains it. Practically nothing ever is.

FRED HECHINGER

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VISUAL WORDS
3-d quality
angle views
appear
black and white
brightness
clear
color
crystal
dawn
degree of contrast
distance of picture from self
envision
first

<table>
<thead>
<tr>
<th>flash</th>
<th>sparkling</th>
</tr>
</thead>
<tbody>
<tr>
<td>focus</td>
<td>still frames</td>
</tr>
<tr>
<td>foggy</td>
<td>third person</td>
</tr>
<tr>
<td>hazy</td>
<td>twinkle</td>
</tr>
<tr>
<td>illuminate</td>
<td>view</td>
</tr>
</tbody>
</table>

AUDITORY WORDS
attune
be all ears
be heard
cadence
defaf
dissonance
dear
listen
locating
make music
harmonize
mellifluous
overtones
pauses
question
resonate
rhythm inflections
rings a bell
silence
sounds
spatial

Inject Desire using visual words like foggy, illuminate and twinkle.
Writing Dialogue

Use these words to help write snappy dialogue for mini-stories.

DURING EXCHANGES SPEAKERS MAY
acknowledge
add
address

Inject Desire using kinesthetic words like intensity, solid and tension.

- temper
- timbre
- tonally
- tune in-out
- unhearing
- uniqueness of sound
- volume

**KINESTHETIC WORDS**
- catch on
- cold
- concrete
- density
- dull
- duration
- fell
- get a handle
- grasp
- hold of
- hard
- hot
- intensity
- intermittent
- make contract
- movement
- muscle
- pressure
- scrape
- sharp
- slip through
- solid
- steady
- suffer
- tap into
- temperature
- tension
- texture
- throw out
- tingling
- touch
- turn around
- unbudging
- unfeeling
- vibration
- weight
<table>
<thead>
<tr>
<th>admit</th>
<th>comment</th>
<th>implore</th>
<th>pronounce</th>
</tr>
</thead>
<tbody>
<tr>
<td>affirm</td>
<td>complain</td>
<td>inform</td>
<td>protest</td>
</tr>
<tr>
<td>agree</td>
<td>concede</td>
<td>insist</td>
<td>quiz</td>
</tr>
<tr>
<td>announce</td>
<td>confer</td>
<td>interrogate</td>
<td>refuse</td>
</tr>
<tr>
<td>answer</td>
<td>confess</td>
<td>interrupt</td>
<td>reply</td>
</tr>
<tr>
<td>approve</td>
<td>contend</td>
<td>maintain</td>
<td>reply</td>
</tr>
<tr>
<td>argue</td>
<td>contest</td>
<td>object</td>
<td>resume</td>
</tr>
<tr>
<td>ask</td>
<td>cross-examine</td>
<td>object</td>
<td>retort</td>
</tr>
<tr>
<td>assert</td>
<td>declare</td>
<td>persuade</td>
<td>return</td>
</tr>
<tr>
<td>assure</td>
<td>demand</td>
<td>plead</td>
<td>reveal</td>
</tr>
<tr>
<td>authorize</td>
<td>disagree</td>
<td>praise</td>
<td>say</td>
</tr>
<tr>
<td>avow</td>
<td>disapprove</td>
<td>proclaim</td>
<td></td>
</tr>
<tr>
<td>catechize</td>
<td>disclose</td>
<td>proclaim</td>
<td></td>
</tr>
<tr>
<td>challenge</td>
<td>further explain</td>
<td>profess</td>
<td></td>
</tr>
<tr>
<td>claim</td>
<td>go on</td>
<td>promise</td>
<td></td>
</tr>
</tbody>
</table>

A word once let out of the cage, cannot be whistled back again.  
HORACE
WHEN TALKING PEOPLE MAY
agonize over every word
bark
bellow
bubble with glee
call through frozen lips
chirp
chortle
chuckle

Words select and shape our destiny.

POWERPOINT
- stammer
- titter
- utter
- vow
- wail
- wheeze
- whisper
- yell

**WHEN TALKING SPEAKERS MAY FEEL**

- annoyed
- flustered
- determined
- insulted

- miffed
- offended
- pleased
- startled
- surprised

**PEOPLE MAY SPEAK**

- abruptly
- apologetically
- absent-mindedly
- affectionately
- almost inaudibly
- angrily
- bluntly
- boldly
- cautiously
- confidently
- defiantly
- eagerly
- genially
- gratefully
- grudgingly
- hesitantly
- huskily
- in a huff
- in a rage
- in a whisper
- in an undertone
- hiss
- insistently
- jokingly
- loudly
- lovingly
- quietly
- rudely
- sensitively
- sheepishly
- shyly
- softly
- soothingly
- thoughtfully
- thoughtlessly

*When talking speakers may feel annoyed, miffed or startled.*
under his breath
with authority
with fire in their eyes
with regret

WHEN THINKING PEOPLE MAY

conclude
contemplate
decide
deduce
figure
infer
notice
postulate

query
question
reason
recall
tell themselves
wonder

DIALOG EXAMPLES

“Donatella’s voice rose to a scream, “Give me another whiskey!”
“I bet,” he nodded.
“I do,” finished Jack
“I---I think so,” Bill stammered.

“So lovely,” he breathed.
“You think so?” he wondered.
He smiled and said, “Then let me take you Hank.”
And she said, “I know luv,”
A voice called, “Senor Martel?”
Elizabeth was saying, “You could use a face lift dear.”
Her father laughed and replied, “Rofee and Sons is too

rich not to be crooked.”
Mlle. Haririrot moaned, “Oh cherie, I want to kiss you.”
Oz asked, “So how old are you.”
Swenton winked and said, “You want me don’t you?”

When thinking people may postulate, reason or query.
<table>
<thead>
<tr>
<th>ACTION PROMOTERS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USE THE following words, phrases, and statements to help get your consumer to order your products and/or services.</td>
<td>Asking For Action</td>
<td>Use these words to ask for and order or for customers to take action.</td>
<td>Order today</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Act now</td>
<td>Order now!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buy now</td>
<td>Order today</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buy one today</td>
<td>Priority Number One</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buy today</td>
<td>Rush delivery</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do it today</td>
<td>Send in the coupon.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Don’t delay</td>
<td>Visit us at . . .</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Don’t delay . . .</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>BUY today!</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Go to your dealer</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>If you act now, we’ll give you a free . . .</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Just do it!</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Just mail the card enclosed . . .</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Last chance to order</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Order now!</td>
<td></td>
</tr>
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<td></td>
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</tr>
</tbody>
</table>

**Promote Action using words like Act now, Buy now and Don't delay, buy today!**

**Closing**
The following words and phrases can be used to close a sales letter. They are ranked from the most often used to the least often used.

MOST OFTEN USED

Sincerely,
Cordially,
Sincerely yours,
Very truly yours,
Best regards,
(signed with a name and title)
Cordially yours
(signed with name)
Good luck
(no signature)
Best wishes,
Very sincerely,
Respectfully yours,
Faithfully yours,
Best of luck,
Peace,
Yours sincerely,
Thank you,
Yours very truly,
Yours truly,

LEAST OFTEN USED

Discounts & Sales
The following words can be used if you plan to hold a sale or give customers a discount on your product or service.
A steal at these prices
Auction
Bargain Basement
Check the savings
Close out
Compare Prices!
Don’t pay more!
Don’t pay one cent more!
Double your savings!
Drastic Reduction on . . .

Every (item) on sale
Everything Must Go
Exclusive offer!
Extra savings
Final Clearance (on these items)
For a limited time only!
Giant close-out sale!
Going-out-of Business
Half Price . . .
Huge Discounts
Liquidation
Lowest prices

Promote Action using words like Bargain Basement, Everything Must Go and Exclusive offer!

ever!
Marked down 50 %
New low price!
Now only!
One day only
One day only!
Prices slashed!
Save up to 60% off!
Shop and Compare
Special introductory offer!
Spectacular savings
Substantial savings
Take advantage of this offer while it lasts!
We’ll beat any price
We’ve cut prices on
We’ve rolled (cut) back prices
We dare you to find lower prices anywhere!
We must move our inventory
We will not be undersold!
You may never see a bargain like this one again.

Guarantees
The following words can be used to help you write your own guarantee.
Guaranteed lowest prices.
Guaranteed satisfaction.
If not satisfied, return forthwith for refund (legal meaning of forthwith is 24 hours).

If not satisfied, your money back within ten days.
If you’re not satisfied, we’re not satisfied.
Money refunded if merchandise is not exactly as advertised.
Money-back, no-risk guarantee.
No risk 10-day trial.
If for any reason you feel merchandise is not worth more than the price you paid, simply return it undamaged within ten days and your money will be refunded.

No-questions-asked return policy.
Satisfaction guaranteed or your money will be cheerfully refunded.
Try merchandise for 15 days. If you do not agree that it is the best available, return if for refund

Promote Action using guarantees like "If not satisfied, your money back within ten days."
Using Words that Sell

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(this is useless if they use it).

We absolutely guarantee the lowest prices.

Worry-free guarantee

You must be completely satisfied. If you find merchandise unsatisfactory for any reason, return it within 10 days and your money will be refunded without question.

**Prizes & Sweepstakes**

The following words can be used if you are giving away a free prize or holding a sweepstakes.

- Accept this (gift) at no charge
- But that’s not all! You will also receive . . .
- Early bird bonus
- Fill out this entry form, and you may win.
- Free Gift (enclosed)! free of charge
- Gift enclosed
- If you tell just one person . . .
- Included at no extra cost
- Included at no extra cost
- It’s our way of saying “thank you.”
- It’s yours FREE just for saying “yes” to . . .
- It’s yours to keep
- Keep it, use it, enjoy it!
- Take it – it’s yours!
- This one’s on us!
- To further enhance your pleasure, you will receive a ____ at no extra charge
- We’re giving away . . .
- Win . . .
- You have won.
- You may have won
- You may win.

**Promote Action** by offering prizes or gifts and using words like "If you tell just one person . . ."
Yours free

Time Sensitive Offers
The following words can be used to generate an immediate call to action.

Hurry
If you don’t act now, this limited-time offer will expire!

Limited Supply
Limited time offer
Order will be filled on a first come first serve basis.

Our price is guaranteed for thirty days (after that who knows what we’ll charge??)
Prices Going Up Soon
Prices may change without notice.
Quantities are limited.
Supply is limited
This offer will expire March 31.
Time is Limited
While they last

Trial Offer/No Obligation

The following words can be used if you plan to offer a free trial period with no obligation of purchase.

30-day free trial
All we’re asking is that you give us a try.
If you decide not to . . . pay nothing and keep the _____ with our compliments.
If you decide to keep it, pay just $34 . . .

Keep only the (book) you want.
No down payment
No obligation to buy anything ever!
No purchase necessary!
No risk
No risk now. No risk later. No risk period!
No risk trail offer.
No salesman will

To your prospect, “you” is the most important word in the world, after his or her own name.

SUPERTIP
call.
No strings attached
Operators are standing buy . . .
Send no money now!
Send no money!
Try us for six months.
Use it for a week in your own home.
We’ll buy it back – no questions asked!
We’ll send you (a color photo) to examine FREE – no cost, obligation, or commitment. If your are not satisfied that this is the best ________ you’ve ever seen, return it in its original carton and your will be charged not one cent (you’re invoice will be ripped up)
What have you got to lose?
You may cancel any time, simply by notifying us.
You may cancel at any time.

Promote Action using words like No risk, Try us for six months and What have you got to lose.