

The **ENTREPRENEUR'S** Guidebook Series™

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best of its kind.*
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PERSONAL PLANNING

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

Smallbusinessstow.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-

Opening with a question is one of the most popular sales letter and ad copy lead-in techniques.

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 . . .
?

How long has it
been since you've
read something
ornery?

How many people,
do you suppose,

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 salesletter 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
 booklet
 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 trail
 full
 fully documented
 future
 genuine

Grab Attention using descriptive words like **amazing**, **comfortable** and **first class**.

get
 gift
 give
 good
 great
 half price
 handy
 happy
 heavy
 help
 here's why
 high
 home
 hot
 hottest

how to
 hurry
 idea
 image
 important
 includes
 income
 introducing
 it's here
 job
 join
 joy
 just arrived
 keen
 keep

last chance
 limited edition
 live
 long
 love
 low cost
 magic
 many
 men
 miracle
 model
 mommy
 money
 money back
 money-making

natural
 need
 newly designed
 news
 news flash
 no obligation
 no risk
 no-nonsense
 now
 offer
 official

Grab Attention using descriptive words like **handy, just arrived** and **limited edition**.

one of a kind
 only
 opportunity
 order today
 original
 personal
 plan
 power
 powerful
 practical
 priority
 proof
 protect
 proven
 quality

quick
 ready-to-use
 real
 receive
 reliable
 remarkable
 reveal
 revolutionary
 right now
 risk-free
 rush
 safety
 sale
 sample
 satisfaction

guaranteed
 save money
 save time
 secret
 send
 sensational
 sign up today
 simple
 smooth
 special
 startling
 step-by-step
 strong
 success
 suddenly

sure
 surprising
 take
 tested
 thousands
 time
 time-saving
 today
 trail
 under
 unforgettable

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

2

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 ⇨
cosmically 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.

**CHANGE I'M
FEELING . . . TO
I'M FEELING . . .**

afraid ⇒
uncomfortable

angry ⇒
disenchanted

anxious ⇒
expectant

confused ⇒ curious

depressed ⇒ calm
before action, on
the road to a turn-
around

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 re-

sults, 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

deeply 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

the game
move on
self-mastery
self-improvement
succeed
unleashes your creativity
you owe it to yourself

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

without it

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 . . .

unlocks the secrets
of

INNOVATIVE

a crack team
of . . .

craftsmanship
experienced

expert

ingenious

masters at . . .

**Describe Benefits
and inject desire us-
ing 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

classic

elegant

limited edition

opulent

ornate

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

Consider the power of suggestion, and you will never underestimate the true power of a single word or simple phrase.

SUPERTIP

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, mouth-
watering 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 . . .

just when you
 thought . . .

long-needed

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

**Negative
 Action Words**

The following
 words can be used
 to relate to your

customers what
 problems your
 product or service
 will help solve.

avoid
 break
 chance
 change
 end
 intercept
 lose

**Describe Benefits
 and inject desire us-
 ing words like para-
 mont, 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**.

grow
handle
harness
identify
implement
improve
increase
influence
inform
involve
join
know
learn
leverage
maintain

make
manage
map
master
motivate
move
multiple
negotiate
organize
persuade
pinpoint
polish
praise
prepare
present

prioritize
promote
read
reduce
resolve
see
segment
select
shape
sharpen
show
situate
soothe
stop
streamline

strengthen
sustain
tackle
take charge
test
thrive
triple
understand

The BIG 26 Positive Action Words

Go through a dic-

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 competitor 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 narrowly outlawed the word “unique.” Practically every press release contains it. Practically nothing ever is.

FRED HECHINGER

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

flash
 focus
 foggy
 hazy
 illuminate
 intensity of color
 look
 movement
 panorama
 reveal
 see
 show
 size of central
 objects
 size of picture

sparkling
 still frames
 third person
 twinkle
 view

AUDITORY WORDS

attune
 be all ears
 be heard
 cadence
 deaf
 dissonance
 hear
 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**.

tempos

timbre

tonally

tune in-out

unhearing

uniqueness of
sound

volume

KINESTHETIC WORDS

catch on

cold

concrete

density

dull

duration

fell

get a handle

grasp get hold of

hard

hot

intensity

intermittent

make contract

movement

muscle

pressure

pressure

scrape

sharp

slip through

solid

steady

suffer

tap into

temperature

tension

texture

throw out

tingling

touch

turn around

unbudging

unfeeling

vibration

weight

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**.

admit
affirm
agree
announce
answer
approve
argue
ask
assert
assure
authorize
avow
catechize
challenge
claim

comment
complain
concede
confer
confess
contend
contest
cross-examine
declare
demand
disagree
disapprove
disclose
further explain
go on

implore
inform
inquire
insist
interrogate
interrupt
maintain
object
persuade
plead
praise
proclaim
proclaim
profess
promise

pronounce
protest
quiz
refuse
reply
reply
resume
retort
return
reveal
say

A word once let out of the cage, cannot be whistled back again.

HORACE

speak

state

swear

tell

WHEN TALKING PEOPLE MAY

agonize over every
word

bark

bellow

bubble with glee

call through frozen
lips

chirp

chortle

chuckle

clamor

clear their throat

echo

fume

gasp

grill

grin

gripe

groan

grumble

guffaw

hee-haw

hiss

holler

hoot

howl

huff

lament

mumble

murmur

mutter

nag

pant

purr

rage

rail

rant

rave

roar

scold

scream

screech

shout

shriek

shudder

sigh

snap

snarl

snicker

sniffle

snigger

snort

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. Haririot 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.

3

**ACTION
PROMOTERS**

USE THE following words, phrases, and statements to help get your consumer to order your products and/or services.

**Asking For
Action**

Use these words to ask for and order or for customers to take action.

Act now

Buy now

Buy one today

Buy today

Do it today

Don't delay

Don't delay . . .

BUY today!

Go to your dealer

If you act now, we'll give you a free . . .

Just do it!

Just mail the card enclosed . . .

Last chance to order

Order now!

Order today

Priority Number

One

Rush delivery

Send in the coupon.

Visit us at . . .

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,

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

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

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!

Promote Action using words like **Bargain Basement, Everything Must Go** and **Exclusive 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 trail.
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."

(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 trail

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.**