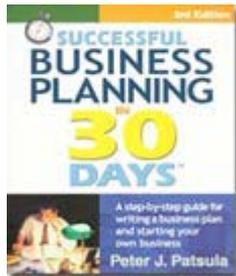


# The **ENTREPRENEUR'S** Guidebook Series™

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Bookview.com

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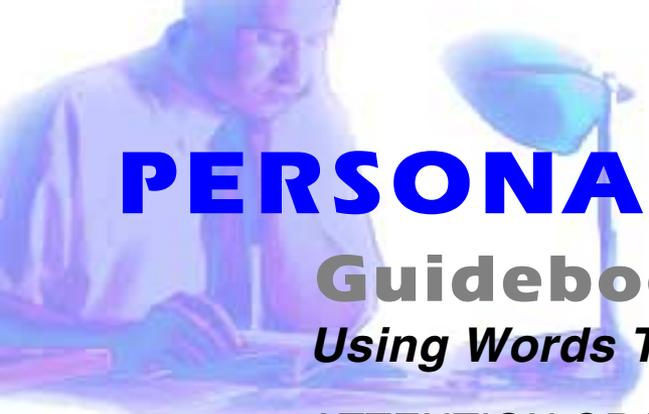
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# PERSONAL PLANNING

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

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## 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.

**A**bsorb

**B**alance

**C**all

**D**O

**E**ducate

**F**ranchise

**G**ratify

**H**armonize

**I**nfuse

**J**ettison

**K**nead

**L**isten

**M**odel

**N**urture

**O**rganize

**P**rioritize

**Q**ualify

**R**eflect

**S**eize

**T**ransform

**U**plift

**V**enerate

**W**ill

**E**xcel

**W**hy

**Z**ero 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.**