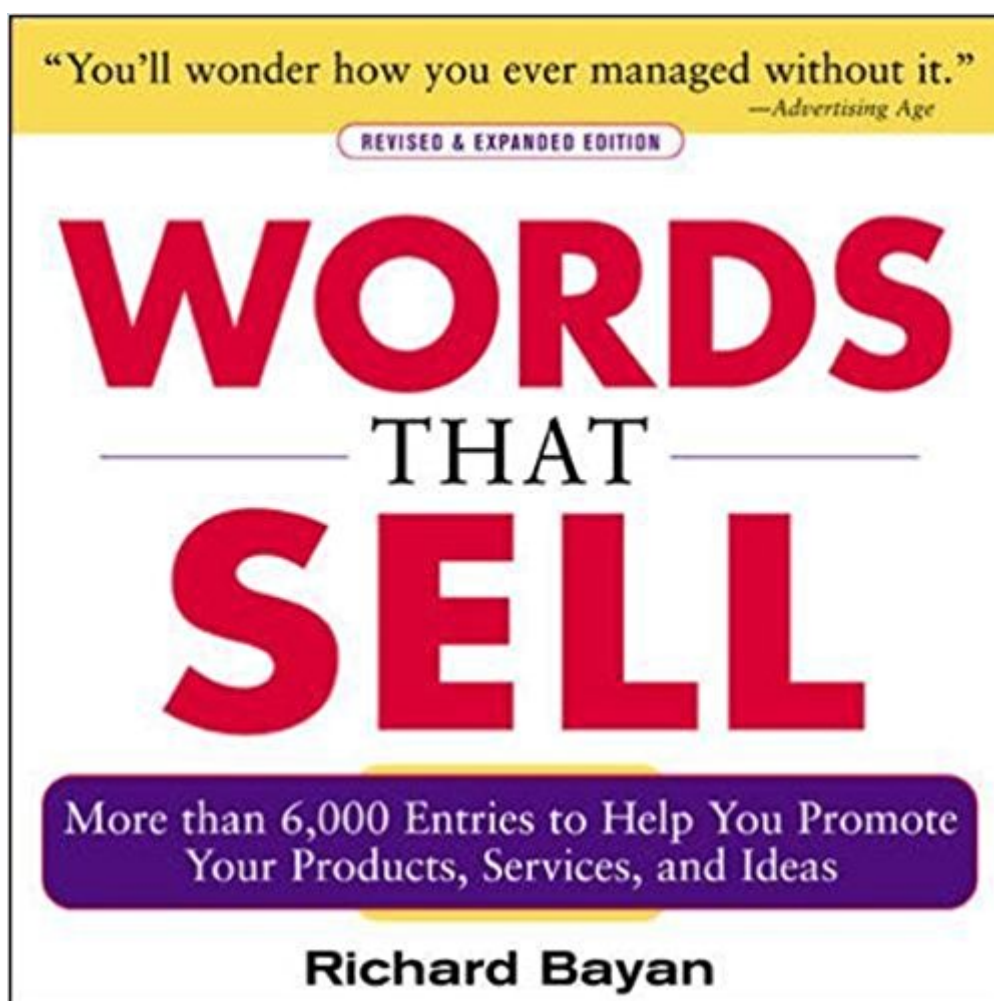




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Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas



Synopsis

More than 6,000 words and phrases that make the difference between "yadda-yadda-yadda" and copy that sells Looking for a better way to say "authentic?" Words That Sell gives you 57 alternatives. How about "appealing?" Take your pick from 76 synonyms. You'll even find more than 100 variations on "exciting." Fully updated and expanded, this edition of the copywriting classic is packed with inspiration-on-demand for busy professionals who need to win customers--by mail, online, or in person. More than 75 lists of powerful and persuasive words and phrases, including 21 new lists for this edition Cross-referencing of categories to jump-start creative thinking A crash course in basic copywriting techniques Helpful lists of commonly misspelled words, confusing words, pretentious phrases to avoid, and more Roget's is fine for writing term papers and letters to the editor, but when it comes to the business of writing copy that translates into sales, there is no substitute for Words That Sell. Find the perfect words and phrases to win over customers Grabbers that get attention: No-risk offer * One day only! * No strings attached! * What have you got to lose? * All the right ingredients * Inside information * Do you enjoy...? * Leap into... Descriptions and benefits that create appeal: Irresistible * winning * zesty * huggable * satisfying * You'll fall in love with... * Your ticket to... * king-size * Gives you the power * baby-soft * Clinchers to win over your customer: Reap the benefits today * Don't miss out! * No risk now, no risk later! * You can do it! * You be the judge * Send for our free catalog * 100% satisfaction guarantee Special strategies that seal the deal: Five-star quality * You're worth it * Don't fall for... * We make life easier * You're one of a select few... * discriminating * Your thoughtful gift

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Richard Bayan spent over two decades as an award-winning advertising copywriter and copy chief. He is the author of three other books, including the companion to this book, More Words That Sell.

This is an indispensable reference book for the small business owner. Words are grouped by situation, description, etc so you can quickly find just the right word or phrase to accurately describe your service or product. For example, say you need to eliminate customer balking and justify a high price. There happens to be a category for "Justifying A High Price," how about that? With words and phrases like: "_____ may cost more, but it's worth it." "Isn't it better to spend a little more now, instead of a lot more later?" "Pays for itself many times over." "A _____ you'll be proud to own." "Every distinguished home should have _____" And plenty of words such as "Distinctive,

Heirloom-Quality, Handcrafted, Superior".... you get the idea. There's categories for Fresh, Wholesome, Healthful, Money-Making, Security, Peaceful.... whatever descriptive words you might need for your particular business. If you have experienced frustration at communicating the value of your product/service to clients, BUY THIS BOOK. Your business and your children's college fund will thank you.

This is a great source for words to use in product descriptions and writing advertisements. BUT it repeats a lot of words and phrases throughout the book - hence the 3 stars.

I have no WORDS for this book. It is amazing, A friend recommended it to me. I had no idea that a book can make it so easy for me with my writings. I am using it almost every day since I got it. I'm also glad that the editions keep being updated, there are always so many new words and phrases popping up. Thank you again.

Just need a list of different words that will make your marketing more colorful. This is it. A big catalog of words divided up by the characteristics you want to get across. Don't expect any rationale. This is just a big list of words. So for some people, that might lower it to 1-3 stars. But, I appreciate what the "author" has done here. My only complaint is he doesn't say anything to back up his claims why these words sell more than other words.

This book was recommended to me by one of the women in an online handmade seller group that I belong to. Online sellers constantly struggle with writing powerful, catchy product descriptions and headlines and this book gives you tons of ideas to work with. I'm slowly working through my listings and updating them which will hopefully increase my sales. Highly recommend.

Some of the words/phrases recommended are unbelievably mundane, that it's surprising they made it onto a book that sells for money. It does contain occasional gems but nothing that savvy marketers haven't seen before. If used as a "thesaurus for marketers", then it gets incredibly tedious to go through whole list of obvious fillers just to find one phrase or word that works.

Practical. Table of contents cleanly organized so that you can navigate to words based on what you're looking to write / talk about. This book bullet-points 50+ words for each category with more words for popular categories, like selling and persuasion. Great reference book to improve your

business vocabulary.

I get stuck a lot using the same words over and over again in my writing. This book has been great for helping me break that habit. Tons of neatly organized suggestions for a variety of common situations I run into on a regular basis while writing product descriptions.

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