

# **Copywriting Power Phrases**

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# Introduction

When it comes to selling products, you have to be careful with your words. You can't just pitch a product to onlookers using the same tone, mood, and phrases as you would to make a suggestion to a friend. And you can't discuss the features of a product like you might in a letter or an email.

That is, when you pitch your work or the work of another business owner, you have to choose your words carefully. You have to select words and phrases that will instruct the reader to think and act in a way that will eventually result in them buying your products.

How can you do this? There are a number of tricks. Some involve inserting certain "psychological trigger" words into your copy. These words will generate some association in the reader's mind, which will compel them to act in a specific way. For instance, you might use the word "shocking" or "scientifically proven" in a sales letter headline to draw in the attention of a reader.

In addition to simply picking words wisely and placing them carefully, you will also need to do the same thing with complete phrases. You will need to contrive phrases and place them in the right places in order to generate the right impact.

For instance, in order to increase your conversion rate, you will need to use a well-placed and cleverly constructed "call to action." Stuff this up and you could lower your conversion rate by 50%.

In addition to crafting a good call to action, you will need to do something similar with headlines. You will need to put words together in a way that immediately draws in a reader, so that they continue on to the rest of your content before closing the page.

In short, the construction and placement of good words and phrases can go a long way in determining the success of your marketing campaign. Fortunately for you, the rest of this guide was created with the intention to help you do things better.

All the best,  
Mike

## Phrases Starting With A

ABSOLUTE(LY)  
ACCELERATE  
A CHILD COULD DO IT  
ACKNOWLEDGMENT  
ACT NOW!  
A CUT ABOVE  
ADJUSTABLE  
ADRENALINE  
ADVANTAGE  
AGREE(MENT)  
ALL NEW  
ALL THE DIFFERENCE IN THE WORLD  
ALL YOU NEED  
ANYONE CAN DO THIS  
ANYWHERE  
APPEAL(ING)  
APPROVED  
AS SEEN ON TV  
ASTOUNDING  
ATTRACTIVE  
AT YOUR OWN PACE  
AUTHENTIC  
AUTOGRAPH(ED)  
AUTOMATIC  
AWESOME

ABSOLUTELY NO OBLIGATION  
ACCEPT MY/OUR OFFER  
ACCURATE(LY)  
ACTION  
ACT TODAY!  
ADDED VALUE  
ADMIRE(D)  
ADVANCE(D)  
AFFORD(ABLE)  
ALERT!  
ALL-PURPOSE  
ALLURE  
A MUST!  
ANYTIME  
A PLEASANT EXPERIENCE  
APPROPRIATE  
APPROVED BY MAJOR COMPANIES  
ASTONISH(MENT)  
ATTENTION  
AT YOUR FINGERTIPS  
AT YOUR REQUEST  
AUTO DELIVERY  
AUTOMATE(D)  
AVAILABLE  
A WINNING OFFER

## **Phrases Starting With B**

BANDWAGON  
BARGAIN  
BASEMENT PRICE  
BEAT THE SYSTEM  
BEAUTIFULLY PACKAGED  
BE FIRST TO QUALIFY  
BEFORE THEY'RE GONE  
BELIEVE  
BELOW RETAIL PRICES  
BENEFICIAL  
BEST  
BEST QUALITY  
BETTER  
BEWARE!  
BE YOUR OWN BOSS  
BIG BONUS  
BILL YOU LATER  
BLOCKBUSTER  
BOGGLE YOUR MIND  
BONANZA  
BONUS GIFT  
BOTH ARE FREE  
BRAND NAME  
BREAK THE BANK  
BREAKTHROUGH  
BRIGHT FUTURE  
BULK DISCOUNT  
BUY DIRECT AND SAVE  
BUY ONE GET ONE FREE!

BANKRUPTCY SALE  
BARGAIN PRICE  
BASIC  
BEAUTIFUL  
BEAUTY  
BEFORE AND AFTER  
BEHIND THE SCENES  
BELOW DEALER PRICE  
BELOW WHOLESALE PRICES  
BENEFITS  
BEST-PERFORMING  
BEST-SELLING  
BETTER THAN  
BEYOND REASON  
BIG  
BIG DEMAND  
BLAST  
BLOWN AWAY  
BOOMING  
BONUS  
BOOST  
BOTTOM LINE  
BRAND NEW  
BREATH TAKING  
BRIGHT  
BRILLIANT  
BUY  
BUY NOW!

## Phrases Starting With C

CALL  
CALL RIGHT NOW!  
CALL TOLL FREE  
CANCEL ANYTIME  
CARING  
CASH DISCOUNT  
CAUTION  
CHALLENGE  
CHANGE(S)  
CHANGE(S) YOUR LIFE  
CHRISTMAS SALE(S)  
CLEAR  
CLUTTER-FREE  
COLLECTOR'S ITEM  
COLOSSAL  
COMMERCIAL  
COMMITTED  
COMMON-SENSE APPROACH  
COMPATIBILITY  
COMPELLING  
COMPLETE(D)  
COMPLETELY CONFIDENTIAL  
COMPLETE FACTS  
COMPOUNDED  
COMPREHENSIVE RANGE OF  
COMPREHENSIVE TRAINING  
COMPUTERIZED  
CONCERNED  
CONFIDENTIAL  
CONSISTENT  
CONSUMER HELP  
CONTINUED SUPPORT  
CONVENIENT  
CORE  
COURAGE  
CREDIT CARDS ACCEPTED  
CURRENT  
CUSTOMER COMES FIRST  
CUSTOM PACKAGING  
CUTTING COSTS

CALL ANYTIME  
CALL TODAY!  
CALL TOLL FREE -- ANYTIME  
CAPTAIN OF YOUR OWN SHIP  
CASH BACK  
CASH REBATE  
CERTIFIED  
CHALLENGING  
CHANGE(S) FOREVER  
CHARITY  
CLASSIC  
CLEARANCE  
COLLECTABLE  
COLORFUL  
COMFORTABLE  
COMMISSION  
COMMON  
COMPACT  
COMPATIBLE  
COMPETITIVE EDGE  
COMPLETE DETAILS  
COMPLETE RANGE OF  
COMPLETE SETUP  
COMPREHENSIVE  
COMPREHENSIVE SUPPORT  
COMPROMISE  
CONCEPT  
CONFIDENT  
CONGRATULATIONS!  
CONSTRUCT  
CONTACT ME/US/YOU  
CONTROL  
CONVERTIBLE  
COST EFFECTIVE  
CRAMMED  
CRUCIAL  
CUSTOM DESIGN  
CUSTOMIZE  
CUT-PRICE

## Phrases Starting With D

DANGER  
DEALER PRICE  
DEDUCTIBLE  
DELICATE  
DELIVERED TO YOUR DOOR  
DESERVE  
DESTINY  
DETAILED INFORMATION  
DIFFERENCE  
DIGITAL  
DIRECT TO YOU  
DISCOUNT COUPON  
DISCOVER(Y)  
DOESN'T HAVE TO BE  
DONATE  
DON'T DELAY!  
DON'T MISS OUT!  
DOUBLE YOUR MONEY!  
DREAMS COME TRUE  
DURABLE

DARE YOU  
DEBT-FREE  
DEEP DISCOUNT  
DELIVER(ED)  
DESCRIPTION  
DESIRE  
DETAIL(ED)  
DETAILED INSTRUCTIONS  
DIFFICULT(Y)  
DIRECT(LY)  
DISCOUNT  
DISCOUNT EQUAL TO SALES TAX  
DISTINGUISHED  
DOMINANT  
DON'T BE LEFT BEHIND  
DON'T MISS THE BOAT!  
DOUBLE INCOME  
DOUBLE-YOUR-MONEY-BACK GUARANTEE  
DURABILITY  
DYNAMIC(S)

## Phrases Starting With E

EAGER(LY)  
EASE  
EASY INSTALLATION  
EASY ORDERING  
EASY TO INSTALL  
EASY TO USE  
EFFECT(IVE)  
EFFORTLESS(LY)  
ELEGANT  
ELIMINATE  
EMERGING GROWTH  
ENDEAVOR  
ENDURE(ANCE)/(ING)  
ENHANCE(D)/(ING)  
ENORMOUS  
ENRICH(ED)  
ENTIRE  
ENVY(IED)  
EQUIPPED  
ERROR-PROOF  
ESTIMATE(D)  
EVERYTHING PROVIDED/SUPPLIED  
EXCEED  
EXCELLENT OFFER  
EXCELLENT SERVICE  
EXCEPTIONAL  
EXCITE(D)/(ING)/(MENT)  
EXCLUSIVE  
EXPECTATION(S)  
EXPERIENCE(D)  
EXPERTS AGREE  
EXPERT ADVICE  
EXPLODE(ING)  
EXPRESS  
EXTENSION  
EXTRA  
EXTRAORDINARY  
EYE-CATCHING  
EARN MORE MONEY!  
EASE OF USE  
EASY OPERATION  
EASY PAYMENTS  
EASY-TO-READ INSTRUCTIONS  
ECONOMICAL  
EFFICIENT(LY)  
ELASTIC  
ELIGIBLE  
EMERGING  
ENCHANTED  
ENDORSE(D)  
ENERGY(ETIC)  
ENJOY(MENT)  
ENORMOUS POTENTIAL  
ENTERPRISING  
ENVISION  
EQUAL(S)  
ERROR-FREE  
ESSENTIAL  
ETHICAL  
EXACT  
EXCELLENT  
EXCELLENT QUALITY  
EXCEPT  
EXHILARATED  
EXCITING DETAILS  
EXPANSIVE  
EXPENSIVE  
EXPERT(ISE)  
EXPERTS SAY  
EXPLAIN(ED)  
EXPLOIT  
EXPRESS SERVICE  
EXTENSIVE  
EXTRA INCOME  
EXTREMELY INFORMATIVE

## Phrases Starting With F

FABULOUS  
FACTORY DIRECT -TO-YOU  
FAMOUS  
FASCINATE(ING)/(ION)  
FASTER SERVICE  
FAST RESULTS  
FAST-SETUP  
FAVORABLE  
FINANCIAL  
FIND THE ANSWER TO  
FINEST QUALITY  
FIRE THE BOSS!  
FIRST IMPRESSION  
FIRST PLACE  
FIXED RATE  
FLAT RATE  
FLEXIBLE(ILITY)  
FOOLPROOF  
FORECAST  
FORMULA  
FORTUNE  
FRACTION OF THE PRICE  
FREE APPROVAL(S)  
FREE BROCHURE  
FREE CONSULTATION  
FREE DELIVERY  
FREE DETAILS  
FREE ESTIMATE(S)  
FREE IDEAS  
FREE MEMBERSHIP  
FREE/NO OBLIGATION  
FREE QUOTE  
FREE SAMPLE  
FREE WITH PURCHASE  
FRESH(LY)  
FULL(Y)  
FULL EFFECT  
FULL OR PART TIME  
FULL SIZE  
FULLY EXPLAINED  
FUNDAMENTAL(S)  
FUTURE

FACT(S)  
FAITHFUL(NESS)  
FANTASY  
FAST  
FAST-MOVING  
FAST SERVICE  
FAST TURN-AROUND  
FEATURES INCLUDE  
FINANCING AVAILABLE  
FINEST  
FIRE SALE  
FIRST-CLASS  
FIRST MONTH FREE  
FIXED PRICE  
FLASH  
FLATTER(ING)  
FOCUS  
FOR A ONE-TIME FEE OF...  
FOREVER  
FORTUNATE(LY)  
FRACTION OF THE COST  
FREE ADVICE  
FREE BOOKLET  
FREE CASSETTE  
FREE COUPON  
FREE DEMONSTRATION  
FREEDOM  
FREE FROM PAIN  
FREE ISSUE  
FREE NEWSLETTER  
FREE OF CHARGE  
FREE REPLACEMENT(S)  
FREE TRIAL OFFER  
FREE WRITTEN EVALUATION  
FRESH START  
FULL COLOR  
FULL-FEATURED  
FULL RANGE OF  
FULL SPECTRUM  
FUN  
FUNNY

## Phrases Starting With G

GAINING ON  
GENERIC  
GET  
GET RESULTS FAST!  
GET RESULTS OVERNIGHT  
GET THE BEST!  
GIANT  
GIFT WITH PURCHASE  
GIVE  
GOLD(EN)  
GOOD JUDGMENT  
GOOD TASTE  
GORGEOUS  
GRACE PERIOD  
GRATIFICATION  
GROUND-FLOOR OFFER  
GROWTH  
GUARANTEED DELIVERY  
GUARANTEED OVERNIGHT DELIVERY  
GUARANTEED TO WORK  
GARAGE SALE  
GENUINE(LY)  
GET AHEAD  
GET RESULTS -- ORDER NOW!  
GET SOMETHING EXTRA  
GET THE FACTS  
GIFT(ED)  
GIGANTIC  
GLOBAL  
GOOD  
GOOD REASONS  
GOOD-TASTING  
GRACE(FUL)  
GRATEFUL  
GREAT(EST)  
GROUND-FLOOR OPPORTUNITY  
GUARANTEE(D)  
GUARANTEED LOWEST PRICE  
GUARANTEED RETURN

## Phrases Starting With H

HANDSOME  
HAPPY(ILY)  
HARD-HITTING  
HAVE FUN  
HEAL(ING)  
HEART(Y)  
HEAVY HITTER  
HEIGHTEN  
HELPING PEOPLE LIKE YOU  
HIGH-CLASS  
HIGHEST-RATED  
HIGH-IMPACT  
HIGHLY-RATED  
HIGH PRIORITY  
HIGH-SPEED  
HIGH VOLUME  
HOLIDAY PRICE  
HONOR  
HOT PROPERTY  
HUGE  
HUGE DIFFERENCE  
HUNGRY

HANDY  
HARD  
HASSLE-FREE  
HEAD-AND-SHOULDERS ABOVE  
HEALTH(Y)  
HEAVY  
HEFTY  
HELP(FUL)  
HIGH  
HIGHEST COMMISSION OFFERED  
HIGH-GROWTH  
HIGHLIGHT  
HIGHLY RECOMMENDED  
HIGH-ROLLING  
HIGH-TECH  
HISTORIC  
HOLIDAY SALE  
HOPE  
HOTTEST  
HUGE DEMAND  
HUNDREDS SOLD  
HURRY! OFFER ENDS SOON

## Phrases Starting With I

IDEA  
ILLUSTRATED  
IMAGINATIVE  
IMMEDIATE RESPONSE  
IMPORTED  
IMPROVE(D)  
IMPROVE YOUR LIFE IN A FLASH  
INCENTIVE FOR BUYING  
INCREASING(LY)  
INCREDIBLY EASY TO USE  
INDEPENDENT(CE)  
INEXPENSIVE  
INFORM(ATIVE)  
IN NEED  
INSANE PRICES  
IN SECONDS  
INSPIRE(ATION)  
INSTANT SUCCESS  
INSTRUCTIVE  
INTELLIGENT  
INTEREST-FREE  
INTERESTING  
INTRODUCING  
INTRODUCTORY RATE(S)  
INVESTIGATION  
IS PROVIDED WITH  
IT'S A BREEZE  
IT'S CONFIDENTIAL  
ITS SELF  
IT WILL BOGGLE YOUR MIND  
IF YOU DECIDE  
IMAGINATION  
IMMEDIATELY  
IMPORTANT  
IMPRINTED  
IMPROVED VERSION  
INCENTIVE(S)  
INCREASE  
INCREDIBLE BENEFITS  
IN-DEMAND  
IN-DEPTH  
INFLATION-BEATING  
IN MINUTES  
INNOVATION  
INSATIABLE  
INSIGHT(FUL)  
INSTANT  
IN-STORE REPAIRS  
INTANGIBLE  
INTERACTIVE  
INTEREST-FREE FINANCING  
INTRIGUING  
INTRODUCTORY OFFER  
INVEST(MENT)  
IRONCLAD GUARANTEE  
IT MAKES SENSE BUY NOW  
IT'S A MUST  
IT SELLS  
IT'S THAT EASY

## **Phrases Starting With J**

JESTING  
JUDGMENT  
JUST-IN-TIME

JOIN THE WINNERS!  
JUSTICE

## **Phrases Starting With K**

KILLER APPLICATION  
KILLER STRATEGY  
KNOW(LEDGE)

KILLER PRICES  
KILLER TACTICS

## Phrases Starting With L

LARGER THAN LIFE  
LARGEST SELECTION  
LASTING  
LAST MINUTE  
LATEST  
LAUNCH(ING)  
LEADERSHIP  
LEADING NAME  
LEASE TO BUY  
LEGAL  
LEGITIMATE  
LIABILITY  
LIBERATED  
LIFETIME  
LIFETIME INCOME  
LIGHT-WEIGHT  
LIMITED

LIVE(LY)  
LONGEVITY  
LOVE(D)  
LOWER PRICE(S)  
LOWEST PRICES EVER  
LOW INTEREST  
LOW-RISK SOLUTION  
LUXURY

LARGEST  
LARGEST-SELLING  
LASTING IMPRESSION  
LATE-BREAKING  
LATEST TECHNOLOGY  
LAVISH(LY)  
LEADING  
LEARN ABOUT  
LEASING IS AVAILABLE  
LEGENDARY  
LESS HASSLE  
LIBERAL  
LIFEBLOOD  
LIFETIME GUARANTEE  
LIFETIME WARRANTY  
LIKE NO OTHER  
LIMITED-TIME OFFER -- MAY BE  
WITHDRAWN AT ANY TIME!  
LIVE YOUR DREAM  
LONG TERM  
LOW  
LOWEST  
LOW FACTORY PRICES  
LOW PRICE  
LOYALTY

## **Phrases Starting With M**

MAGIC  
MAIL TODAY!  
MAJOR  
MAMMOTH  
MASSIVE  
MASTER OF YOUR DESTINY  
MAXIMUM  
MEGA  
MILLIONS SOLD  
MIRACLE  
MODIFIED  
MONEY-MAKING FACTS  
MONUMENTAL  
MOTIVATION  
MULTIPLE INCOME STREAMS

MAGNETIZING  
MAINSTREAM  
MAKES A GREAT GIFT  
MANIA  
MASTER  
MASTERPIECE  
MEASURE UP  
MILLIONS  
MINIMAL INVESTMENT  
MODERN  
MONEY-MAKING  
MONEY-SAVING  
MOST UNDERRATED  
MULTI-FUNCTIONAL  
MULTIPLE REVENUE STREAMS

## Phrases Starting With N

NATIONAL  
NATIONWIDE  
NATURAL GROWTH  
NECESSARY  
NEW AND IMPROVED  
NEW NICHE  
NEXT-DAY AIR AVAILABLE  
NO APPLICATION FEE  
NO EXPERIENCE NECESSARY  
NO HASSLE(S)  
NO HYPE  
NO MINIMUM ORDER  
NO MONEY REQUIRED  
NO OBLIGATION  
NO OUT-OF-POCKET CASH  
NO PAYMENT FOR (X) MONTHS  
NO PROBLEM  
NO RESTRICTION(S)  
NO SALESPERSON WILL VISIT  
NOT AVAILABLE IN STORES  
NOT IN STORES  
NOTHING BETTER!  
NOW AVAILABLE

NATIONAL BRAND  
NATURAL  
NEAT  
NEW  
NEW AND USED  
NEW VISION  
NEXT FRONTIER  
NO DOUBT  
NO EXPERIENCE NEEDED  
NO-HASSLES REFUND  
NO INTEREST FOR ONE YEAR  
NO MONEY DOWN  
NO-NONSENSE  
NO ONE WILL CALL  
NO PAYMENT FOR ONE YEAR  
NO POSTAGE NECESSARY  
NO QUESTIONS ASKED  
NO RISK  
NOSTALGIC  
NOTHING ELSE TO BUY  
NOTED  
NOVEL  
NOW IS THE TIME!

## Phrases Starting With O

OBSESSION

ODD

OFFER LIMITED TO FIRST(X) ORDERS

OF THE YEAR

ONE-HOUR SERVICE

ONLY \$X.99

OPEN (X) HOURS A DAY

OPTIONAL

OPTION TO PURCHASE

ORDER NOW!

ORDER WHILE SUPPLIES LAST

ORIGINAL

OUT-OF-SIGHT

OUTSTANDING BENEFITS

OVERNIGHT DELIVERY

OVERWHELMING

OBLIGATION

OFFER ENDS (DATE)

OFFICIAL

ONCE IN A LIFETIME OPPORTUNITY

ONE-TIME SETUP FEE

OPEN (X) DAYS A WEEK

OPPORTUNITIES

OPTION TO CHOOSE

ORDER DIRECT

ORDER TODAY!

ORGANIZED

OTHERS COST TWICE AS MUCH

OUTSTANDING

OVERCOME(ING)

OVERRATED

OWNERSHIP

## Phrases Starting With P

PARTICIPATION IS LIMITED  
PAY NOTHING FOR (X) MONTHS  
PEOPLE HELPING PEOPLE  
PERFORM(ANCE)  
PERPETUAL  
PERSONALIZED  
PHENOMENAL  
PIONEER(S)  
POISED  
PORTABLE  
POTENT  
POWERFUL  
PRECIOUS  
PREMIER  
PRESERVE  
PREVIEW  
PRICE INCLUDES SHIPPING  
PRICES BELOW COMPETITORS  
PRICES SLASHED!  
PRIME-QUALITY  
PRINCIPAL  
PRIVATE INVITATION  
PRODUCT  
PROFESSIONAL  
PROFIT-GENERATING  
PROGRAM  
PROMOTION(AL)  
PROSPER(ITY)  
PROVEN  
PROVOCATIVE

PATENTED  
PAY ONLY \$X.95  
PERFECT  
PERMANENT  
PERSONAL FORTUNE  
PERSPECTIVE  
PHONE TODAY!  
PLUS GET  
POPULAR(ITY)  
POSITION(ING)  
POTENTIAL  
PRACTICAL  
PRECISE(ION)  
PRE-PAID  
PREVENT  
PRICE COMPARISON  
PRICELESS  
PRICES CUT IN HALF  
PRIDE  
PRIORITY  
PRINCIPLE  
PRIVILEGE(D)  
PRODUCTIVITY  
PROFIT(ABLE)  
PROFUSELY  
PROMISING  
PROMPT(NESS)  
PROTECTION  
PROVEN TRACK RECORD  
PURCHASING POWER

## Phrases Starting With Q

QUALIFIED  
QUALITY-MINDED  
QUICK(LY)  
QUIETER

QUALITY  
QUANTITY PRICING  
QUICK TIPS

## Phrases Starting With R

RANKED AT THE TOP  
RARE  
RAVE REVIEWS  
READY TO USE  
REALITY  
REAP THE BENEFITS  
RECEIVE FREE  
RED HOT  
REDUCED RATES  
RELIABLE  
REMARKABLE  
REQUEST(ED)  
RESULTS OVERNIGHT  
RETURN IT AND OWE NOTHING  
REVEAL(ING)  
REVIEWING  
REVISED AND UPDATED  
REWARD(ED)/(S)  
RIGHT NOW  
RISK NOTHING!  
ROARING  
ROCKETED  
RUNS LIKE NEW

RAPID CHANGE  
RATES AS LOW AS  
READ ALL ABOUT IT  
REAL  
REALIZE YOUR DREAM(S)  
RECEIVE COUPON WITH PAYMENT  
RECYCLABLE  
REDUCE(D)  
REFUNDABLE  
RELIEF  
RENT TO OWN  
RESPECTED NAME  
RETURNABLE  
RETURN ON INVESTMENT  
REVELATION  
REVISED  
REVOLUTIONARY  
RICH(LY)  
RISK-FREE TRIAL  
RIVETING  
ROCK-BOTTOM PRICE(S)  
ROYALTIES  
RUSH DELIVERY

## Phrases Starting With S

SAFE  
SAFE TO THE ENVIRONMENT  
SAME AS CASH  
SAME-DAY SERVICE  
SAVE  
SAVE MONEY  
SAVE TIME  
SCARCE  
SECRETS REVEALED  
SECURITY  
SEE THE SAVINGS  
SEND FOR FREE DETAILS  
SEND TODAY  
SENSATIONAL  
SETTING HIGH STANDARDS  
SHAPE YOUR OWN TOMORROW  
SHORT-TERM LEASE  
SIGNIFICANT  
SIMPLE TO USE  
SIMPLY POWERFUL  
SIZABLE  
SIZZLING  
SKY-ROCKET(ED)  
SMALL INVESTMENT  
SOAR  
SOLUTION  
SPECIAL(IZED)  
SPECIAL DISCOUNTS  
SPEED DELIVERY  
SPOTLIGHT  
STANDARD  
STAR(DOM)  
START-UP  
STATE-OF-THE-ART  
STEP-BY-STEP  
STOP LOSING MONEY!  
STOP WASTING TIME!  
STRONG  
SUBSTANTIAL SAVINGS  
SUCCESS(FUL)  
SUITABLE  
SUPER SALE  
SUPERIOR  
SUPPORT  
SURE TO FIT YOUR BUDGET  
SURPRISE  
SAFE AND SECURE  
SALE  
SAME-DAY DELIVERY  
SATISFACTION GUARANTEED  
SAVE HUNDREDS  
SAVE THOUSANDS  
SAVVY  
SECRET(S)  
SECURED OPPORTUNITY  
SEE BEFORE YOU BUY  
SELECTED  
SEND NO MONEY NOW  
SEND YOUR NAME  
SERVICE  
SET YOUR OWN HOURS  
SHARP(LY)  
SHOWCASE(D)  
SIMPLE STEP(S)  
SIMPLIFIED  
SINCERE(LY)  
SIZZLE  
SKILLED  
SLASHING PRICES  
SMART  
SOFTER  
SOLVE  
SPECIAL BONUS  
SPECIALIZING IN  
SPEEDY  
STABLE  
STAND OUT FROM THE CROWD  
STARTLING  
START WITH NOTHING  
STAY COMPETITIVE  
STIMULATING  
STOP SPINNING YOUR WHEELS!  
STRANGE  
STURDY  
SUCCEED  
SUFFICIENT  
SUPER  
SUPERB  
SUPERIOR LIVING  
SURE-FIRE  
SURGING  
SURPRISE BONUS

SWIFTEST

## Phrases Starting With T

TAKE ACTION NOW!  
TAKE CARE OF  
TAX BENEFITS  
TECHNICAL  
TECH(NOLOGY)  
TEST DRIVE  
TESTS PROVE THERE'S NOTHING ELSE LIKE IT!  
THOUSANDS  
TIME-LIMITED INFORMATION  
TIME-SAVING  
TIME-TESTED  
TOLL FREE  
TOP LEVEL  
TOP NAME  
TOTAL  
TRADITIONAL  
TREMENDOUS  
TRIPLE YOUR MONEY BACK  
TRUST(ING)  
TRY BEFORE YOU BUY

TAKE ADVANTAGE OF  
TAKING OVER  
TAX DEDUCTIBLE  
TECHNIQUE(S)  
TERRIFIC  
TESTED  
THINNER  
THOUSANDS SOLD  
TIMELY  
TIME'S RUNNING OUT  
TIP OF THE ICEBERG  
TOP  
TOP OF THE LINE  
TOP SECRET!  
TOUGH  
TRAVEL DISCOUNTS  
TRIED AND TRUE  
TROUBLE-FREE  
TRUTH  
TWO FREE BONUSES

## **Phrases Starting With U**

ULTIMATE  
UNBEATABLE  
UNBELIEVABLE BARGAINS  
UNDERPRICED  
UNDERSTAND(ING)  
UNIQUE OFFER  
UNITED  
UNLIMITED  
UNLOCK  
UNSURPASSED  
UNTOLD  
UPDATED  
UP-SCALE  
USEFUL  
UTILIZE

ULTRA  
UNBELIEVABLE  
UNCONDITIONAL  
UNDERRATED  
UNIQUE  
UNIQUE SYSTEM  
UNIVERSAL  
UNLIMITED WARRANTY  
UNPARALLELED  
UNTAPPED MARKET  
UNUSUAL  
UPGRADED  
UPLIFTING  
USE YOUR CREDIT CARD

## **Phrases Starting With V**

VALUABLE  
VALUE FOR YOUR DOLLAR  
VERSATILE(ITY)  
VIBRANT  
VITAL PURCHASE

VALUE  
VARIETY  
VERY HOT  
VISION

## Phrases Starting With W

WARNING  
WEIRD  
WE PAY POSTAGE AND HANDLING  
WE REALLY CARE  
WHILE SUPPLIES LAST  
WIDE RANGE OF  
WILLPOWER  
WISDOM  
WONDERFUL  
WORKS IN MINUTES  
WORLD PREMIER  
WORLDWIDE

WEALTH(Y)  
WE NEED YOUR HELP  
WE PAY SHIPPING AND HANDLING  
WE WILL NOT SELL YOUR NAME  
WHOLESALE PRICE  
WIDE VARIETY  
WIN  
WITHOUT LIFTING A FINGER  
WORD-OF-MOUTH  
WORKS LIKE NEW  
WORLD'S GREATEST  
WORTH ITS WEIGHT IN GOLD

## Phrases Starting With X

(X) EASY PAYMENTS  
(X) YEARS' EXPERIENCE

(X)% MONEY-BACK GUARANTEE

## Phrases Starting With Y

YEAR-ROUND  
YOU CAN TOO  
YOU OWE IT TO YOURSELF  
YOUR  
YOUR CHOICE OF  
YOU THE CUSTOMER COMES FIRST

YOU  
YOUNG  
YOU QUALIFY  
YOUR CHOICE  
YOU SELECT  
YOUTHFUL

## Phrases Starting With Z

ZEST(FUL)

## **Conclusion**

There you have it! Nearly 2,000 power phrases that will make the difference between a few sales and a lot of sales.

Use them, but don't abuse them!

To your success,

*Mike Baker*