



Are Your Prospects Hard to Excite?...

17 Irresistible Words to Hook Your Prospect and get Them Excited.

(By using these methods you will have ten times more of your content read).

“Good writing is good thinking clearly expressed”. -Mark Ford

Miracle words to help get your letters, emails and sales copy read.

To begin with, there are certain words and phrases you can use in your copy, or in front of your copy, keeping your prospect focused on your message. Transitions are also important to keep the flow going.

People today are extremely busy so the “stuff” you throw in front of them and expect them to read had better be good. It needs to grab their attention immediately. It needs to excite them and lead them to taking some sort of action.

By carefully inserting power words, power phrases and conversational transitions, you are well on your way to hooking them. You can then reel them in and subject them to a strong call to action.

Power Words that work...

Here are some powerful *words that work*...

1. Magical
2. Instantly
3. Magnificent
4. Miracle
5. Profitable
6. Results
7. Revolutionary
8. Safe
9. Save
10. Sensational

Furthermore, these words drive a number of actions because of the sheer outrage felt...

11. Outrageousness
12. Repulsive
13. Scandal
14. Severe
15. Shameful
16. Shocking
17. Terrible

But your power words will work much harder for you if you use them in phrases.

'Free' is a *word that works*, but to make it work ten times better, use it in a phrase like '**Free for the next 3 days only**'.

Or...

'Free when you order in the next 24 hours'.

Phrases that work...

- What no one tells you.
- Have you heard
- Off-the record
- Strongly suggest
- Most Important
- Missing Out?
- Left behind?

These power words and phrases are just a few examples of words you can use to make your copy much more compelling and engaging.

In addition, there is a danger of losing your reader if your copy tends to wonder. You need more than power words and phrases to keep your reader hooked. You need to use conversational transitions to hold your copy together. Following are a few transitions you may use to keep your copy flowing.

Word transitions...

For instance, a transition may be, 'Here's a great example' or...

- You may not know this,
- Furthermore,
- By the way,
- In the first place,
- In addition,
- Finally,
- For Instance,

These are great examples of *words that work*.

By changing just a few words and phrases here and there, your copy will go from boring to exciting. From trying to sell...to persuasive.

Your words need to be conversational.

Incidentally, when writing copy, just imagine you are talking to someone standing in front of you. This way your words will flow smoother, engaging your audience (just like this copy).

Ask questions...anticipate questions as well, and supply answers in a conversational tone.

Also, if you know their name, then you can drop it in the conversation here and there but don't overdo it. By using their name, you are using a *word that works*.

But here's the best news, by 'speaking' or 'talking' your copy, it becomes so much more powerful and engaging. People will sit up and take notice.

And bear in mind, a great copywriter worth his salt will write copy like this for you, increasing your audience and turning readers into buyers.

If you enjoyed this article, please share it so someone will benefit from it.

Want more tips or are you making too much money?

Call me for all your copywriting needs...John@b2bwriter.com.au...0415 193 694

Website...B2Bwriter.com.au

Or connect with me on LinkedIn...<https://au.linkedin.com/in/johnbrewerwriter>

"Happiness comes when your work and words are of benefit to yourself and others".

-Jack Kornfield