

PowerWords That Sell

by John Tanner

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High-Response, Profit-Driving Sales Copy!**

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Did you know that there are some coveted, little known, power words out there that could give your ad or sales copy a much needed shot in the arm? It's a plain fact that powerful ad copy is what differentiates a great marketing campaign from a mediocre one. Any successful marketer will tell you that the building blocks of great copywriting are those power words that suck your prospect into your ad or sales letter and compel them to take action.

When it comes to marketing, it's not just WHAT you sell that's important, it's HOW you sell it. Most people trying to generate cash over the internet and direct response marketing but don't really have the know-how to produce good sales copy, which is really sad for them.

But you're about to leapfrog past them to dramatically improve your chance of success!

The bottom line is, powerful copy is what's going to sell your product. If you don't know how to write a compelling sales letter you MUST find another way to get it done.

How to get effective sales copy:

-Hire a professional (can be expensive for someone who knows what they're doing)

-Study copywriting (best option but it can take a while)

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-Use templates (helpful but your copy will be somewhat cookie-cutter)

-Use software (now there's some pretty cool software that can help you write like a pro!- see below)

In this article, I'm going to reveal 15 power words that will help convert into sales for you! And to kick the list off I'm going to clue you into one of the strongest power words you could ever use. The concept behind this word is so powerful that it should pervade every action you take in your marketing.

Over the years, I have read many sales letters on the internet, in email marketing or direct mail marketing where people have gone on and on about what they have to offer to the customer, which may seem logical but this can really hurt your sales! Your prospect doesn't really care what you have to give them because too much emphasis is on YOU and your prospect doesn't want to focus on you. They're focused on themselves.

The key here is to incorporate the use of "you" copy in your sales pitch. In other words, you should always tell the reader what's in it for them as opposed to what you can give them. For instance, you can take "I will give you this when you buy my product" and turn it around to "You will get this...". So in short, all you really have to do is take the "I's" and the "Me's" out of your ad copy and change them to "you's" and then simply watch your sales multiply.

As you may have guessed, one of the most powerful words you can use in your copy is the word "you"!

Keeping this in mind, let's move onto the list of 45 power words that can give your sales letter an incredible boost!

1. 100% Money Back
2. Amazing
3. Announcing
4. Bargain

5. Bonus
6. Boost
7. Challenge
8. Compare
9. Discount
10. Discovery
11. Easy
12. Exclusive
13. Fortune
14. Free
15. Hurry
16. Immediately
17. Important
18. Improvement
19. Increase
20. Insider
21. Instantly
22. Introducing
23. Magic
24. Miracle
25. New
26. No-risk
27. Now

28. Plus

29. Practical

30. You

There are hundreds of power words you can use to improve your ad and sales copy.

Using them all effectively isn't the easiest thing in the world. First you have to find them. Then you have to memorize them. But the real trick is training your brain to know exactly where to use them rather than the dull, ordinary words most people would use.

Fortunately there's a breakthrough software called ScribeJuice that can help you easily master this powerful sales vocabulary so you can infuse all your ad and sales copy with response-driving, hypnotic power words.

If you need to write ANY kind of ad or sales copy, whether for online or offline purposes, you should visit <http://www.ScribeJuice.com>. It makes writing high-response ad and sales copy automatic.

To your success,

A handwritten signature in blue ink, appearing to read "John D. Russell". The signature is stylized and cursive.