



Capital Solutions

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Marketing Magic Words

Savvy business owners know how language influences emotions and persuades action. Certain words and phrases are time-tested to boost response and conversion, almost across the board.

Of course, different motivating words and phrases work better in different situations, and it's up to you to figure out which work best for your business.

But it isn't all that difficult to figure out. If your intuition doesn't tell you, your customers will.

Test the following 22 "magic marketing words" in your next email, social media post, direct mail piece or website. See which ones yield your best response.

1. **You**-Your copy should speak to the reader in a personal way. "you will no longer have to worry about.." "Our revolutionary service allows for you to sit back and relax, knowing...."
2. **100% money back guarantee**- Give customers a guarantee to minimize risk perception, so they feel they have everything to gain and nothing to lose.
3. **Never** - Point out a "negative benefit," such as "never worry again" or "never overpay again."
4. **Because** - Give customers a reason why they need to take action.
5. **Free** - "Because" we all like free things, right?
6. **Proven** - Remind customers that your product, service or business is tried-and-true.
7. **Real results/Guaranteed results** - Your customers want results, after all.
8. **Everything included/everything you need** - This establishes that your product or service is all your customers will have to buy in order to achieve their goal.
9. **Instantly** -Instant access or downloads are more appealing than waiting.

- 10. How to/Tips** – Start off with a solution so customers read the rest of your copy.
- 11. The** – This implies your solution is the “end-all-be-all.” Consider the difference: “3 Solutions for Marketing Success”/”**The** 3 Solutions for Marketing Success.”
- 12. New/Revolutionary**-We all like to be a part of the next great thing or way to do things.
- 13. Be the First**-Lots of us are motivated by being first.
- 14. More** – Do you offer more than your competitors? Let your customers know, because they want the best deal, after all.
- 15. Premium** – Premium helps denote high quality.
- 16. Amazing** – Customers will respond to incredible if it is.
- 17. Easy** – Make it simple for customers to take the next step in the purchasing process, and let them know how much easier life will be with your product or service.
- 18. Value** – This implies customers are getting something versus losing something (i.e. money when you say “cost” or “price”).
- 19. Save** – The most powerful word to showcase monetary savings, or even time savings.
- 20. Discover** – This implies there is something new and unknown to the customer, something that has supreme benefits and gives them an edge.
- 21. Act now** – Motivate an immediate response with a limited-time offer.
- 22. New** – Your product or service is the cutting edge in your industry.
- 23. Best sellers**-Customers like to know what everybody else likes.
- 24. Secret** – Not everyone succeeds, there are secrets to success. Let customers know you can reveal some of those secrets.



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