



MAGICAL WORDS THAT SELL

Use The Power Of Words
To Sell More Of Your Products!



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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 your customers 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 salesletter 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." Botch this 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.

Winning Headlines

When it comes to winning phrases, one type can be particularly important to construct thoughtfully: headlines. Good headlines can double your conversion rate simply by keeping the reader on the page, so that they actually get the chance to see your pitch. Bad headlines can push the reader away, making it impossible to close a deal, no matter how good the rest of the copy is.

In addition to headlines being “good” and “bad,” they also need to set the tone for the rest of the salesletter. That is, they need to be crafted in a way that will move the reader in the correct direction.

Below, we will consider some examples for winning headlines by theme:

Controversial Headlines:

Everything You’ve Learned About [Topic] Is Wrong. Find Out How to Correct Your Mistakes, Get on the Right Path, and Learn Everything about [Topic] by Next Week.

Until Today, Your Life Was Missing Something Important. You Were Unhappy, Unsuccessful, and Undirected. Learn What You—and Most People You Know—are Doing Wrong When it comes to Achieving Success, Making Money, and Finding Love.

Stop Wasting Your Time. Stop Doing It Wrong. Find Out the Secret to Success and Happiness, and Apply It to Your Business, Your Relationships, and Your Daily Life.

What If I Told You That a Single Mistake is Costing You \$200,000 Each Year?
And What If I Told You How to Fix that Single Mistake by Tomorrow Afternoon?
Read on to Find Out How.

Everything You've Heard from an Internet Marketing Guru is Wrong. And It's
Wrong on Purpose. They Don't Want You to Learn. Read on to Find Out Why.

Believe It or Not, but [Accepted Belief in Industry/Topic] is False. Everyone
Believes it is True, But it Isn't. Read on to Find Out the Shocking Truth that They
Don't Want You to Know.

To You, Nothing is More Important than Your Health. To Them, Your Health is
Less Important than Your Cash. Find Out How to Keep Yourself Alive and
Healthy, Even When [Company/Industry] Won't.

Money Isn't the Root of All Evil. [Industry/Idea] Is. Find Out How [Industry/Idea] is
Corrupting Your Life, Ruining Your Career, and Leading You Down a Path of
Hopelessness and Despair.

It Doesn't Take Money to Make Money. In Fact, You Can Become a Millionaire
with an Investment as Small as \$7. Read On to Find Out How Others Have Done
It—And How You Can, Too.

Your Current Diet is Making You Gain—Not Lose—Weight! Abandon Your Diet,
and Take My Advice. In Just Months, You Will Shed Away the Pounds Faster
than You Ever Have Before.

What If Your Life Didn't Have to Be So Difficult? What If Money Didn't Have to be
So Scarce? What If You Could Become Wealthy, Happy, and Fulfilled? And You
Could Do it Without Changing Your Work Habits? Read on to Find Out How.

In Business, Either You're the Fool or Someone Else Is. And If You Don't Know Who the Fool Is, Then It's You.

All Businesses Should Profit or Perish. If Your Business Isn't Profiting, It May be Time to Let it Perish and Move On.

People Are Either Born Leaders or They Aren't. If You Aren't, Then You Will Never Succeed in Business.

Your Mind Tells You to Fix Problems by Thinking. Your Gut Tells You to Take Action Before You Think. Find Out Why You Should Trust Your Gut, and Ignore Your Mind.

If You're Not Doing [Action or Approach], You Will Eventually Fail. It May Not Happen Today. It May Not Happen Tomorrow. But You Will Fail—and I Will Tell You Why.

Notice that each of these headlines generally follows a similar pattern. It starts off with a statement that is meant to irk or irritate the reader. It will attempt to challenge an established belief, stimulate thought, or encourage them to doubt something that has seemed so obvious in the past.

Of course, when it comes to headline writing, your goal should be to keep things realistic. While you want to instill doubt or to encourage questioning, you will want to shy away from being so brazenly and intentionally controversial that you destroy your credibility before you get the chance to make a pitch.

Furthermore, in addition to simply generating controversy by making a statement, you should also attempt to push the reader forward. Tell them to continue

reading if they wish to resolve the controversy. Or continue to challenge them, so that they feel compelled to move forward, so that they can learn more.

Overall, the goal of a good controversial headline should be to pull the attention of readers immediately. If done correctly, this style will reduce the number of people who view your website for a very short period of time before exiting. And this is precisely the metric you should use to measure your results.

Next, we will consider examples of “informative headlines”:

Informative Headlines

Another powerful instrument for retaining readers is the “informative headline.” This headline works by providing readers with a critical piece of information that is compelling in itself and will encourage them to read further. Below, we consider some examples:

The Data Is In and the Results Look Bad. Ninety-Five Percent of New Internet Business Owners Ultimately Fail and Return to Work for Someone Else. If You Want to Avoid Joining This Demographic, You Must Listen to What I Say Next.

The Experts All Agree: [Technique or Idea] Doesn’t Work. No Matter How Hard You Try, and No Matter How Cleverly You Do It, It Won’t Work. So What Can You Do? Read on to Find Out How to Get By without It.

As of [Specific Date], [Idea or Technique] is the New King. If You Don’t Know Why, Then You Were Asleep as the Switch During a Revolution of Ideas. Read on to Find Out How You Exploit This Change Before Your Competitors Do.

For the Past 6 Months, [Industry or Niche] Has Been on the Decline. In Another 2 Years, It May be a Gone Altogether. Find Out Why it is Disappearing and Why It May be Profitable Not to Leave It Yet.

As We Speak, Business in the [Niche] Are Losing Millions. They're Doing Exactly What They've Done in the Past, and They're Going Out of Business. If You Want to Succeed, You Must Understand the Same Critical Flaw that Each of these Businesses Shares.

Did You Know [Little Known Fact About Industry/Niche]? If You Didn't, You Might be in for a Big Surprise. Things Are Changing, and They're Changing Fast. Find Out How You Can Get on the Train Before it Passes By.

2/3 of Business Owners in the [Niche/Industry] Don't Know This Simple Fact. And Because They Don't Know It, They Have No Hope of Succeeding. Are You Part of that Elite 1/3? Or Are You on the Path to Failure?

Did You Know That You're More Likely to Have [Unlikely Even Happen to You] than to Experience Success in [Niche/Activity]? Read on to Find Out Why This is True and What You Can Do About it.

Big Businesses Aren't Simply Larger Small Businesses. The Ways in Which They Operate are Fundamentally Different—and Lead to Different Results. If You Run Your Business Like a Small Business, You Can Expect it to Stay that Way Forever.

The point here is to a) provide some informative piece of information; and b) encourage the reader to want to learn more. If you do each of these things, your readers will be compelled to continue on long after they have passed the headline.

On the other hand, if you fail to provide informative and interesting information—or if you fail to follow up on that information with enticing headline copy, you may find that your readers will quickly move on to something else. The Internet is a big place, and there are many other businesses your readers can seek out for the same product.

Direct Headlines

Another type of headline you can employ is the “direct headline.” This type of headline doesn’t beat around the bush, but instead gets to the point. Typically, it focuses on an important benefit or product feature. Below, we will consider some examples:

Automate Your Blog Updates with Our New System.

Boost Your Traffic by 300% in Just 10 Days.

Learn How to Make Friends and Influence Others Using 10 Simple Steps.

Find Out What Your Business Has Been Doing Wrong Since Day One.

Make \$100 in the Next Seven Days or Your Money Back.

Learn How to Fish Like the Pros.

Trim Inches Off Your Waist in 3 Weeks.

Triple Your Profits in One Month.

Cook Healthier, Tastier Meals with Less Preparation Time and Effort.

Improve Your Tennis Swing in 5 Days or Your Money Back.

Shave Strokes Off of Your Golf Game in 14 Days or Less.

Improve Your Memory and Concentration with These 15 Tricks.

Stay Energized and Inspired All Day without a Single Cup of Coffee.

Learn How to Become a Millionaire while Working Fewer Hours.

Find Out How to Work Smarter, Rather than Harder.

Find Out How You Can Get a Better Job in 3 Months.

What can you take away from these examples? In short, if you wish to employ the “direct method,” then you should keep your headline brief, punchy, and focused on a single product benefit or feature. Communicate clearly and directly what it is that your reader can hope to take away from reading further and possibly buying.

If you do a good job of constructing your direct headline, you’ll find that a much larger proportion of readers will understand the purpose of the copy, read on, and consider buying.

“How To” Headlines

Another powerful type of headlines are the “how to” headlines. The only common thread that connects all of these headlines is that they contain “how to.” Below, we consider some examples:

Find Out How to Triple Your Profits While Working Less.

Learn How Millionaires Think, Behave, and Profit.

How to Build a Reputation in Your Niche, and Then Use That Reputation to Make Millions of Dollars.

How to Get Rich Slow: The Secret that Successful Business Owners Know, But You Don't.

How to Become Healthier, Thinner, and More Energetic in Just Weeks.

How to Use the Wisdom of the Crowds to Gather Information About Your Product.

How to Concentrate Harder, Think Faster, and Remember More: The 15 Well-Guarded Secrets to Mental Fitness.

How to Help Your Child Overcome ADD.

How to Overcome Alcoholism: a 15 Step System

How to Lose Weight: a Dietician-Approved Strategy that is Guaranteed to Help You Shed the Pounds

How to Become More Patient

How to Lower Your Blood Pressure in Just 7 Days

How to Eliminate Stress in Your Life and Become More Relaxed

You get the point: create a headline that uses “how to” in some way. As experts have shown, this strategy is proven to draw in buyers and to encourage visitors to spend more time on the page before making a final decision.

While there are many ways in which you can weave “how to” into your headline, some are better than others. One powerful strategy is to simply create a one-sentence headline and to start it with “how to.” This provides a lot of punch and encourages action.

Another approach for employing this technique involves using “how to” in a brief headline, and then following it up with a sub-headline after the colon. Remember, to make this as a powerful as possible, the phrase before the colon should be general and compelling, and the phrase after it should be punchy and clarifying.

Question Headlines

Another effective type of headline is the “question headline.” Creating one of these typically involves constructing a clever question that will force your readers to consider something they previously hadn’t. Below, we will consider some of these headlines:

Who Else Wants to Make Money Online?

Have You Ever Wondered How Everyone Else in Your Niche is Making Money Hand-Over-Fist While You Fight with Dozens of Others Over the Scraps?

Have You Ever Considered How You Can Improve Your Life without Giving Up Everything That Matters Most to You?

Who Wants to Make a Six-Figure Salary Starting in Less than a Year?

Would You Give Up Your Dream to Become a Millionaire if it Meant You Could Become Well-Off Starting Tomorrow?

What Would You Do If You Could Accomplish All of Your Goals in the Next Month? You Just May Have to Decide.

Who Else Wants to Quit Their Day Job Tomorrow? If You're Ready to Learn How to Become Independently Wealthy, We're Ready to Teach You How.

Who Else Wants to Turn Trash into Treasure? Learn a 15-Step Strategy for Turning Seemingly Worthless Ideas and Products into Cold, Hard, Cash Overnight!

The approach here is simple: ask a question that makes your readers think. Force them to consider something they hadn't previously, to imagine a scenario in which their dreams have come true, or to envision something they had previously considered to be impossible. This thought experiment will help them to concentrate on the product or service you are planning to pitch.

As with all good headlines, writing a good question headline will require you to be familiar with your readers' desires and goals. You will have to know what drives them, what makes them wake up in the morning, and what makes them feel fulfilled and inspired. You will then have to ask them a question that focuses them on those things.

A good question headline can be a powerful device. It can help you to increase the amount of time people spend on your salespage and to increase your

conversion rate as a result. Use it well and you will profit again and again with each new product release.

The Command Headline

In contrast to the other headline types we have gone over so far, the command headline takes a different approach. It doesn't seek to inspire or to persuade. It seeks to command. That is, it issues an order to readers: "buy now" or "act now." Don't think. Act. Below, we consider some examples of this method:

Don't Let Everyone Else Beat You to the Punch. Buy Fast. Buy Now. Profit Immediately.

Only 25 Copies Remain. Buy Now or Lose Out on a Major Break-Through.

Subscribe Today, Learn New Techniques, and Begin Profiting Immediately.

Subscribe Today and Find Out How to Lose 30 Pounds in Only 60 Days.

Give Up Your Unrealistic Goals and Adopt New Ones Today. Learn How Below.

Making Money Doesn't Need to be Hard. But You Do Need to Know How to Do It. Read on to Find Out How.

Stop Thinking and Subscribe. Pay Nothing and Gain Access to a Wealth of Information and Resources Immediately.

You Cannot Afford to Wait. With Each Passing Minute, You Lose Money. So Take Action Now. Sign Up Below.

If You Learn Nothing Else This Year, Learn What I Am About to Say to You Now.

You're About to Read the Most Important Thing You're Likely to See in Years.

Close Your Other Browser Tabs and Read This Slowly and Carefully:

Subscribing to My List May Be the Most Important Thing You Do All Month.

Stop Pondering This Decision and Take Action. Take Control of Your Life by Subscribing Now.

Take Action Now: Subscribe, Improve Your Business, and Profit.

The idea is simple: create a headline that commands people to take action. Don't allow them to take time to think it over, to consider whether or not it is a good choice, or to think about alternative options. Encourage them to reach a conclusion fast and take action.

The measure of success for any good command headline is whether or not it speeds up the buying process. If your headline is working, you will see people buying not long after they land on your salespage. If your command headline isn't working, it will not be strong enough to compel readers to buy.

Winning Copy Phrases

In this section, we will think more broadly about what it means to create a “winning phrase.” Instead of restricting the class of these phrases to headlines, we will think about different items we might include in the body of a large piece of copy.

The types of phrases we will consider will range from pieces of copy designed to encourage people to read further to pieces of copy that are designed to encourage people to think harder and to reconsider their goals. Ultimately, all of these pieces can be used to construct a good salesletter and to convert visitors into buyers.

Phrases to Get Your Reader’s Attention

The acronym AIDA is used to used to instruct novice copywriters on how to do things right. The first component of AIDA is “attention.” This means that any good salespage should start by grabbing the attention of readers. Don’t allow them to drift away from your product before they ever get the chance to consider its features and benefits. Instead, grab their attention using some of the winning phrases below:

- i. Are you ready to give up on your old ways? Are you ready to try something new? If you’re ready to learn, I’m willing to teach. Find out how you can transform your failing business model into a veritable powerhouse of profit-generation.

- ii. It’s time to let go of the past. No matter how hard you failed, why you failed, or why you weren’t able to turn things around, the past is the past. Today, I’m offering you a clean slate. Take it, follow my advice, and start over.

iii. How would you like to become independently wealthy? It isn't impossible, and, in fact, it is entirely doable if you were willing to listen to what I'm about to tell you.

iv. If you want to lose weight, you've come to the right place. People in our program have lost as much as 50 pounds in only 2 months.

v. Are you ready to cut your car insurance payments by as much as 50%? Read on to find out how our 10-step system can help you do that, no matter who your insurer is.

vi. Do you want to triple your income in less than one year? It's possible and I'm going to teach you how. So don't go anywhere.

vii. Would you like to have high-quality content arrive in your inbox each morning? Would you like to learn new things each day that will provide you with actionable, profitable, easy-to-use ideas? Then keep reading. You're in for a pleasant surprise.

viii. Attention: I'm not selling anything. I'm only giving away things for free. If you wanted to spend money, go somewhere else. If you want to sign-up to receive completely free information, skip down to the sign-up form below. You'll be glad you did.

ix. Warning: Reading further might lead you to realize how flawed your current business plan is. If you want to cling to the mistakes you've made for years, don't read further. If you want to change your business and move forward, continue.

x. Breaking News: New marketing strategy revolutionizes how Internet business is done. If you want to get in on this wave of progress and profitability, read further.

In short, your goal should be to grab the attention of your readers. While the headline is also intended to accomplish this goal, it is often not sufficient to get the job done.

And this is precisely where “attention grabbers” come in: you can use a sub-heading or a short paragraph of copy to try to draw readers in further. Your goal in this paragraph should be to state some benefit or feature.

In the examples above, we’ve considered various strategies for employing an attention grabber. One type of strategy started the sentence with “breaking news” or “attention” or “warning.” It may seem ridiculous to do something like this, but in many cases, it will work—even if the readers see it as somewhat silly.

In addition to including the trigger words, we have also employed other strategies. Some of these are similar to what we talked about for headlines. That is, they focused on using one of the headline-writing approaches to draw in readers, such as the direct approach or the controversial approach, but expanded the piece of copy to turn it into a full paragraph of copy.

In the next section, we will talk about the “I” part of AIDA.

Phrases to Generate Reader Interest

The next component of AIDA is “interest.” That is, once you have captured the attention of your reader, so that they will simply stay on the page, you will need to start working to get them interested in your product or service.

In contrast to what many people think, capturing interest is very different from grabbing attention. That is, your goal should not be to simply say something

provocative or clever, but should be to provide tangible, desirable benefits that individuals will want.

Another challenge for writing this part of the copy is that your “attention” portion, if done correctly, will have grabbed the attention of all different types of individuals. Thus, stating one benefit or feature—and focusing on it alone—is likely to lose many of those individuals. For this reason, you should attempt to provide half a dozen benefits in the form of bullet points, rather than just 1-2. We will adopt this style in the list of examples below:

- i. Example Product: a book on how to improve your golf swing.

Bullet Points:

- *Shave five strokes off your golf swing in one month.
- *Impress your boss and clients by improving your golf game.
- *Add 20% to the distance of your drive.
- *Find out how improving your form and stance can reduce dozens of strokes off of your game.
- *Learn the secret about following-through that all pro golfers know, but you probably don't.

- ii. Example Product: a guide for creating aquariums

Bullet Points:

- *Learn how to populate your aquarium with the right mix of fish.
- *Save as much as \$200 on the materials you'll need to create a beautiful and fascinating aquarium.
- *This one tip can save you dozens of hours in aquarium cleaning time.
- *Impress all of your friends with a beautiful setup that they'll never have seen before.

*Use these 5 strategies to get your spouse and children interested in setting up and getting involved with the aquarium.

*The 50 most important things you must know before planning your first aquarium.

iii. Example Product: a subscription site for Internet marketers.

Bullet Points:

*Triple your profits in two months.

*Learn the one trick that could make you a millionaire by the end of the month.

*New content each week that will help you understand what industry insiders do—not what they tell you to do.

*Bonus video and audio content on a weekly basis.

*Free consultations with me and members of my staff.

*Guest interviews with legendary marketers and Internet marketers.

*A forum where you can communicate freely with me and other members.

*Make more money faster, so that you can spend more of your free time with friends and family members.

iv. Example Product: financial planning software.

Bullet Points:

*Organize your life and your finances starting today.

*Save more by finding areas of waste and reigning in spending.

*Gain control over your life by managing your bills carefully.

*Centralize all information about your bills and payment dates.

*Use simple functions to saving for vacations and big purchases.

*Begin planning your retirement in hours.

*Feel relaxed and at ease when you pay bills on time and know when new bills will arrive.

*Make life easier for your spouse and children by taking control of your finances and eliminating unnecessary stress and uncertainty.

v. Example Product: an exercise routine and diet.

Bullet Points:

*Start losing weight tonight.

*If a sacrifice is too painful, you won't make it. Learn how to lose weight without making too many sacrifices.

*These 10 light exercises can help you to trim inches off of your waistline in a matter of weeks.

*15 recipes that will allow you to perform meaningful portion control without feeling hungry after each meal.

*Learn 5 tips to help your spouse and your children to live a healthier lifestyle along with you.

*Learn a simple strategy that will force you back on your diet and exercise routine whenever you slip up.

And there you have it: five examples you can use to learn how to craft statements that will generate "interest" in your product. There are several things that each of these examples have in common that you should notice.

First, each of these examples consists of bullet points. This is no accident. When it comes to capturing the interest of your readers, you will want to provide a number of short, direct, benefits that readers can consider. Offering only 1-2 reasons dispersed over a paragraph or two will lose a lot of readers. This is why bullet points work so well.

Another thing to notice is that we've typically focused on benefits, rather than features. The difference is that benefits communicate what is good about features. That is, having a more effective product isn't simply good because it is effective, but it is good because it will allow you to earn more money, which will allow you to spend more time with your family.

In short, use bullet points and focus on benefits, rather than features. If you do these two things and connect them to your product and to your prospective customers, your interest section should work well.

Winning Call to Action Phrases

In the previous section, we started talking about the AIDA method for copywriting. AIDA stands for Attention, Interest, Desire, and Action. In the previous section, we talked about the attention and interest components. In this section, we will briefly go over the action portion.

So what is the "action" portion of AIDA? It is the "call to action" that you see in a salesletter. Usually, it is a short phrase that urges you to take action now. If you don't, it claims, you will miss out on an important opportunity.

So why are these calls to action so important? Because they appear to work quite well. When we compare the results from a salesletter that has great copy, but does not prompt people to take action with an identical salesletter that does prompt them to take action, we see big differences in the conversion rates.

Subtle Calls to Action

One class of calls to action is subtle; it doesn't beat people over the head, yelling "buy my product now." Instead, it provides a gentle nudge that is intended to

push them in the right direction. These calls to action are frequently used on blogs and in articles, as well as in salesletters and on squeeze pages (although, less frequently). Below, we'll consider some subtle calls to action that you might consider using after some modification:

- i. At this point, you've heard everything I have to say. You know what I'm selling. And you know whether or not you need it. So this is all I will leave you with: if it is the right decision, make it. Click the button below and give yourself the wonderful opportunity to get out of your rut, change your life, and get on a path towards freedom. Don't let inertia prevent you from truly improving your life!
- ii. You've been in a rut for years. You've pushed hard to break through, but ultimately, you've made little progress. Today, I'm offering you a break. I'm telling you how you can finally change everything you've struggled with thus far. So take my offer. Give yourself a break and move forward.
- iii. Have you ever wondered what it might be like to spend a day in someone else's shoes? Someone who was successful and respected in your industry? Someone whose success you hoped you could one day emulate? Well, you can. And you know exactly how. So stop wasting your time and make the right decision.

Motivational Calls to Action

In contrast to both "subtle" and "direct" calls to action, the motivational call to action focuses on convincing an individual that they should think more about an idea or a type of product. It doesn't have to be your idea or your product. But it

does have to influence them in a way that will make them more likely to buy. Consider the following examples of “motivational calls to action”:

- i. It doesn't matter how you take action, but you must do it. If you want to have more time to spend with your family, more money to spend on them, and more relaxing lifestyle, then you need to take action. You need to change your life for the better. So, from here on out, figuring out what to do next and how to do it is entirely up to you.
- ii. I don't want to tell you how to live your life. I also don't want to tell you to what products to buy. These are decisions that you should and must make on your own. What I will tell you is that I think you should always take steps to improve your life—no matter what they are. If you're ready to take the next step—and if you think my product can get you there—then, by all means, take it. Don't let indecisiveness and inertia deny you the future you deserve.
- iii. No matter how low you feel right now, you know that you have the capabilities and the talent to rise up. To become a better person. To become a stronger person. To change your life. I'm telling you now: whether you do it through my product or through someone else's product, or through your own system, start taking action now. Don't wait for things to change. Change them yourself!
- iv. Here we are. After pages and pages of pitching, it is time for you to make a decision: buy or not. You know what I want: I want you to buy. But if I were your friend, what I'd tell you to do is this: leave the page open, but take a step back. Ask yourself whether you need this product. Ask yourself whether it is integral to your success as a business owner and a person. If it is, then stop hesitating and buy. Take advantage of this

offer and this great product before it slips by.

- v. If you take nothing else away from this letter, let it be this: it's time to get motivated and to make changes. You've stuck with me and listened to my message for this long because you know what you need to make changes. So stop delaying them. No matter how you do it, take action now.

Direct Calls to Action

In contrast to the previous calls to action, direct calls to action are exactly that: direct. They're brief, focused, and unyielding. They tell the reader in no uncertain terms that the next thing they need to do is buy—not think. And if they don't, they'll definitely regret it. Below, we'll consider some calls to action that do exactly this:

- i. After everything you've read, you know this is the right choice. The only thing left to do is buy. So stop pondering, stop stewing, stop debating. And just buy. Click the button below.
- ii. I'm not going to tell you this is a one-time offer. And that you'll never see it again. That would be a lie. But what isn't a lie is that you're an absolute fool if you pass up this offer. Each day you don't have my system is another day you lose money. So stop debating and click the button below. If you're not satisfied, you can always get a full refund.
- iii. Right now, your head is swimming with thoughts and ideas. Allow me to make everything clear: buy and buy now. Don't waste your time. You know the decision is right, so click the button below and change everything starting today.

- iv. We've said all there is to say. We've talked about all of the benefits and the features. You know this is the right choice, so buy now. Click the button below.
- v. The time for you to buy has come. Stop debating, stop mulling over the options, and stop preventing yourself from moving forward. If you're not completely satisfied with my product, I will give you a full refund. That's right: I'll shoulder all of the risk and allow you to make the purchase risk-free. So get moving. Buy now.
- vi. It's time to move forward. It is time to achieve everything that life offers you. Stop second-guessing yourself and stop denying yourself opportunities. Click the button below to improve your life, get closer to your goals, and get closer to who you someday want to be.

And there you have it: six ways to strongly encourage people to buy. In your own work, you will want to tailor the details to fit your product and your customer base. But the idea remains the same: tell them to buy and explain the consequences if they don't. Additionally, where applicable, explain to them precisely what they will lose out on if they choose not to buy.

Winning Phrases – General Use

In addition to using “winning phrases” in copy in various places, winning phrases play an important role in everyday writing. For instance, when you're posting on forums or sending out newsletters to subscribers, winning phrases can be the difference between inspiring people to take action and to buy from you—or allowing your posts to slip by unnoticed.

Below, we will consider some of the different occasions in which you can use these phrases, and how you might use them best.

Blog Posts

When it comes to blog posts, employing “winning phrases” is a must. Of course, you need high-quality content, but in addition to that, you need to ultimately compel individuals to make decisions and take action through the use of winning phrases.

Below, we will consider a few “winning phrases” you can use to entice blog readers to take action:

- i. If you liked what you read on my blog today, you should consider becoming part of the community. Add me to your RSS feed reader. And leave comments. I look forward to talking to you.
- ii. Before you leave this page, make sure you sign up to be a part of my newsletter. If you liked this blog content, you will benefit greatly from the daily content you will receive, as well as the surprise bonuses.
- iii. 10% of people who read this entry will ultimately sign up for my newsletter, and will remain signed up for years. That same 10% will experience greater success than those who didn't. Do yourself a favor and join that elite group.

Forum Posting

In general, using sales language directly on forums is bad practice. This is doubly true if you're on a marketing forum. People will immediately perceive you as someone who cannot be trusted and who is primarily interested in leading or tricking people into buying products and services.

However, there is an important place in which you can use winning phrases and copy in general on forums: in your signature. That's right: all good signatures should contain 1-2 lines of solid, clearly-developed copy. Below, I will consider some possible phrases you could use:

i. Example Product: a book on improving your swimming technique.

Winning Phrase: When it comes to competitive swimming, getting from one end of the pool is the only thing that matters. Find out how you can do it 10% faster or your money back.

ii. Example Product: a book that explains how to bargain with car dealers.

Winning Phrase: Buyers who used our technique saved \$500 off of the sticker price. Sellers gained hundreds on trade-ins. Do you know the secret to bargaining with car dealers?

iii. Example Product: a book that tells you how to get everything for free.

Winning Phrase: What if you could get everything you ever wanted without paying for it? Buy my book for a mere \$15, and I'll tell you how to get everything else for free.

iv. Example Product: a book that explains how to improve your golf swing.

Winning Phrase: Playing golf with the boss tomorrow? Find out how to shave strokes off of your game before you go to sleep tonight.

v. Example product: Internet marketing book.

Winning Phrase: Tired of all the hype and gurus? Ready for a method that has lasted for centuries... and simply works? Click the link below.

I won't continue to go over examples, but you should get the point from the ones given above: keep things brief, direct, and clear. Make a strong attempt to draw

the attention of the reader and to direct it towards your product with the mention of a specific benefit.

Winning Words

In the title of this book, we mentioned winning words in addition to winning phrases. Sure, winning phrases are nothing more than groups of winning words, but there's something important to understand about the words themselves: when it comes to copy, some words are useful in achieving your goal, while others can prove to be counterproductive.

In this last section, we will look at lists of words that tend to accomplish certain goals. For instance, some tend to put the reader at ease. Others tend to excite them. And, finally, others trigger readers to take any action—any action. All of these words fall under the umbrella of “psychological triggers”—or words that generate a specific response in individuals. Below, we will consider lists of different words you might use:

Words that Evoke Positive Emotions

Energize

Boost

Refresh

Revitalize

Kind

Compassionate

Vibrant

Strong

Understanding

Overcome

Thrive
Gentle
Success
Power
Achieve
Bright
Colorful
Thoughtful
Positive
Satisfaction
Happy
Health

Words that Evoke Curiosity

Banned
Illegal
Secret
Taboo
Covert
Hidden
Exposed
Undercover

Words that Trigger Action (and Induce Sales)

Explosive
Scientifically Proven
Urgent

Free
Profitable
Erupting
Limited Time
Deal
Proven
Tested
Expert
Easy
Simple
Money
Fruitful
Closing
End
Action
Buy
Lazy

Of course, there are many words that will do a good job of evoking emotions and generating sales; however, this list will provide you with some of the core words you will need to use in order to craft good “winning phrases.”

So, next time you are writing copy, think carefully about which psychological triggers to insert and where to insert them. By carefully manipulating your phrasing and inserting words in the right place, you could greatly improve your conversion rates.

Conclusion

Over this course of this book, we've run the gamut in terms of discussing the various ways in which winning words can be employed. We've talked about their use in copy—and in three of the four components of the AIDA method. We've also talked about how they can be used in general to improve the response to blog posts and to signatures on forums. Finally, we've also created a short word list of triggers that can be employed to improve the quality of copy; and to generate stronger responses to content.

All of these uses of winning phrases are important to remember and employ in your daily business activities. Not only will they help you to make more sales, but they will also help you to focus on what it is that your customer is looking for most (i.e. what they will need to be told in order to want to buy).

So, with all of this said, it is time for you to get to work. Make that next blog post—and, in it, include some winning phrases that direct people to subscribe to your newsletter. Or start editing your existing salesletters, so that they do a better job of converting visitors. Whatever you do, start putting these techniques to work today!