



TOP 30 ATTRACTIVE WORDS

1. **Free:** Don't underestimate the appeal of "free."
2. **Value:** Highlight the value consumers receive. "Cost" or "price" imply losing something – in this case, money.
3. **Guaranteed:** Make readers feel they have everything to gain & nothing to lose.
4. **Amazing/incredible:** Consumers respond to something out of the ordinary. But be careful not to overuse these terms, or they lose their power.
5. **Easy:** Let readers know how much easier life will be with your service, and then make it simple for them to take the next step.
6. **Discover:** Imply there is something new and unknown to the customer, something that offers distinct benefits and gives them an edge.
7. **Act now:** Motivate an immediate response with a limited-time offer.
8. **Never:** Use this to point out a "negative benefit," such as "never worry again,"
9. **You:** Speak directly to the consumer when you write, it is about the reader.
10. **Because:** Give customers a compelling reason to take action
11. **New:** Like "free," "new" has the ability to make people sit up and take notice.
12. **Save:** The best, clearest word to showcase monetary or time savings.
13. **Proven:** Remind customers that your service or business is tried and true.
14. **Powerful:** Let customers know that your service is robust.
15. **Real results:** Everyone wants results.
16. **Secret:** Is your service the secret to success? Let consumers know you can reveal that secret.
17. **The:** This implies your solution is the be-all and end-all. Consider the difference: "3 Solutions for Marketing Success" vs. "The 3 Solutions for Marketing Success."
18. **Instant:** Instant access or downloads are more appealing than waiting.
19. **How to...:** Help your readers accomplish a challenging task or goal.
20. **More:** Do you offer more than your competitors? Show it.
21. **No obligation:** Create a win-win situation for your customers.
22. **Huge:** A large discount or outstanding offer is difficult to resist.
23. **Wealth:** If you're selling services related to investments, this a desirable word.
24. **Complimentary:** This works almost as well as "free."
25. **Last chance:** Inspire urgency.
26. **Now:** No one likes to wait.
27. **Convenient:** How will you make readers' lives easier?
28. **Thank you:** Readers like to feel appreciated.
29. **Introducing:** Let readers know they're the first to hear about something.
30. **Join:** Encourage readers to join a select community.