



# Essential Words that Sell

## User Guide



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## Welcome to Essential Words

If you're looking to get your creative juices flowing and starting writing great emails, sales letters and marketing material faster, you're in the right place.

This User Guide will help you get productive quickly.

Remember, Essential Words that Sell is continually being improved and updated. So it's no surprise that this User Guide could be slightly out of date.

You can always head over to our website to find the most up-to-date documentation. Here's the link:

<http://Essential Words.com/help-essentials/>

Finally, we're here to help. If you still have any questions, run into any problems, have suggestions for future versions or just want to say 'hi', feel free to drop me a line.

All the best,

Marcus

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P.S. The screen-shots in this user guide were made with Microsoft Word for Windows 2013 and 2016. The icons and screens on your computer may look *slightly* different.

# Navigating Around

Essential Words is an add-in (also known as a 'plug-in') for Microsoft Word for Windows. It integrates seamlessly into Microsoft Word so everything you need is in one place.

Essential Words' features are presented through a **Task Pane** on the side of the screen so you can work interactively with your document.

The screenshot shows the Microsoft Word interface with the **Essentials** ribbon tab selected. The **Words that Sell** task pane is visible on the left side of the screen. The task pane contains a list of categories under the heading **Essential Words that Sell**. The categories are:

- Body, Bullets & Subheadings
  - Attractive or Beautiful
  - Authentic or Genuine
  - Big or Many
  - Choice or Control
  - Comfort & Wellbeing
  - Complete or Thorough
  - Different or Unique
  - Durable or Solid
  - Ease & Convenience
  - Essential or Indispensable
  - Exciting or Stimulating
  - Experience or Expertise
  - Fantastic & Amazing
  - Fast & Speed
  - Gifts & Presents
  - Handmade & Craftsmanship
  - Health & Nutrition
  - Honesty & Integrity
  - Information & Educational
  - Luxury & Comfort
  - Membership & Communities
  - Natural or Wholesome
  - New
  - Plain & Simple
  - Pleasing Characteristics
  - Popular & In-Demand
  - Power, Force & Strength
  - Reliable & Dependable
  - Results & Performance
  - Romantic & Evocative
  - Save Money
  - Security & Peace of Mind

## 1 Ribbon Tab

Once Essential Words is installed, you'll have a new ribbon tab in Microsoft Word.

## 2 Ribbon Buttons

Most features are available via **Task Panes** on the left-hand-side of the screen. Click a ribbon button to display the pane you want.

## 3 Hide / Show Panes

When you're not using Essential Words, click the left-arrow  $\ll$  to hide the panes. Click the right-arrow  $\gg$  to display them again.

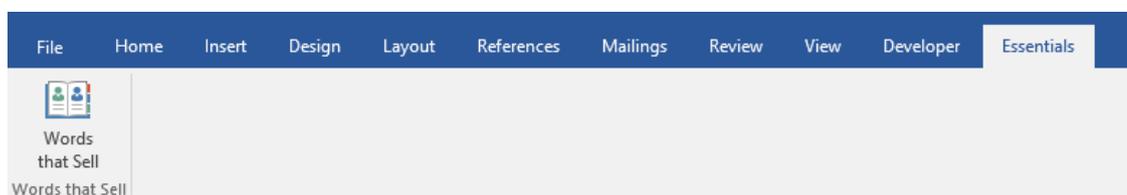
You can also click the button from the Essentials ribbon.

## 4 Task Pane

The task pane is where all the action is. The task pane allows you to work interactively with your document.

## The Ribbon

When Essential Words is installed it adds an extra **tab** to the Microsoft Word ribbon. Depending what other add-ins you have installed, **Essentials** is usually the last tab on the ribbon.



Here's what each of the buttons on the ribbon does.



Words  
that Sell

This displays the **Browse** pane. In this pane you can explore the library of sales & marketing focused words and phrases.

There's over 3,500 categorised words & phrases you can quickly and easily add to your documents.



**Note**, if you buy additional writing tools from the Essentials range, their buttons will also be displayed on the same ribbon. So you may see more than one button here.

## Browse the Library

Essential Words has an extensive, categorised library of over 3,500 proven marketing bullets, phrases and fill-in-the-blank formulas for you to swipe. These are all sales & marketing focused to help you write your next sales piece.

The phrases are grouped in to categories which make it easier to find what you're looking for.

You can browse through the categories looking for phrases that suit your project and experiment and enter them into your document with a mouse click.

## Display the Browse Pane

To display the **Browse** pane:

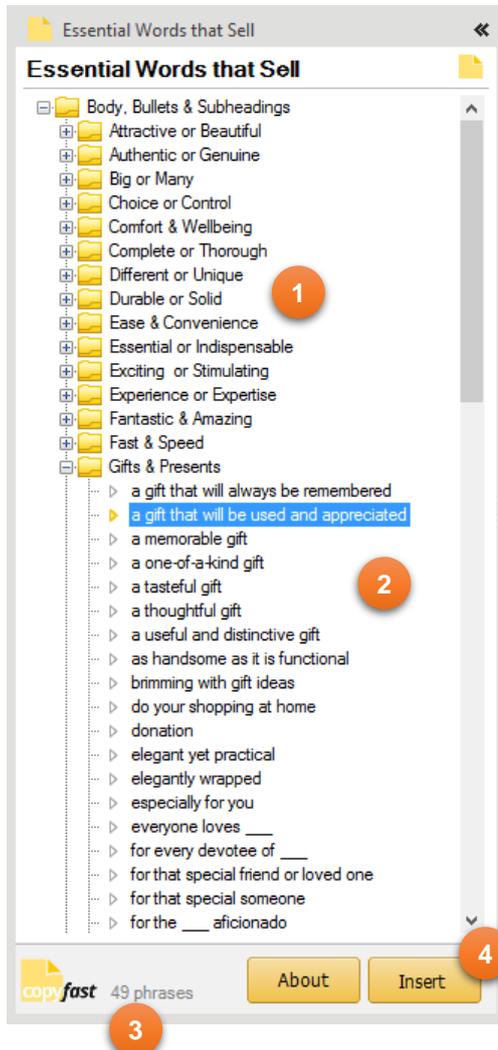


From the **Essential Words** ribbon, click the **Words that Sell** button.

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## Explore the Browse Pane

You can explore the entire library of over 6,152 phrases from the **Browse** pane, shown below.



### 1 Categories

The formula library is divided into categories. Each category covers a different topic or product characteristic you'd write about in a sales piece.

### 2 Phrases

In each subcategory is a list of phrases you can swipe. Simply browse the list and select a phrase you like.

### 3 Phrase Count

See how many phrases are available in the selected category.

### 4 Enter in Your Document

When you've found a phrase you like, select it and click **Insert** to enter it in your document. The phrase will be entered wherever the cursor is blinking.

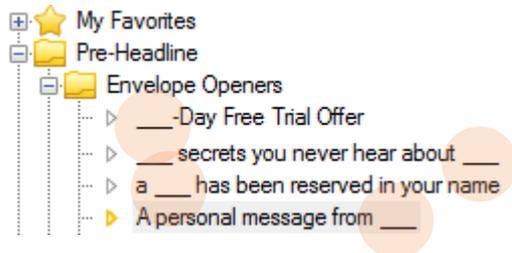
**Tip:** You can also double-click a phrase to enter it in your document.

## Text Placeholders

Not all business are the same, and not all writing requirements are the same.

To cater this this, you'll notice that many of the phrases have placeholders for you to add your own text. These phrases include a '\_\_\_'.

Here's some examples:



With these phrases, replace the '\_\_\_' placeholder with something suitable for your writing project.

After you have entered the phrase in your document, simply **double-click** the '\_\_\_' placeholder and enter your product, service or offer.

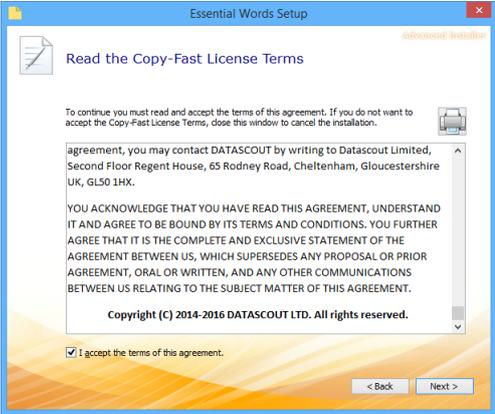
So 'a \_\_\_ has been reserved in your name' might become 'a table has been reserved in your name' or 'a webinar place has been reserved in your name', depending on what you're writing about.

# Getting Set Up

## Installing Essential Words

The first step to writing great copy fast is installing Essential Words on your computer where you have Microsoft Word for Windows installed.

Essential Words works with Microsoft Word for Windows versions 2007 or higher.

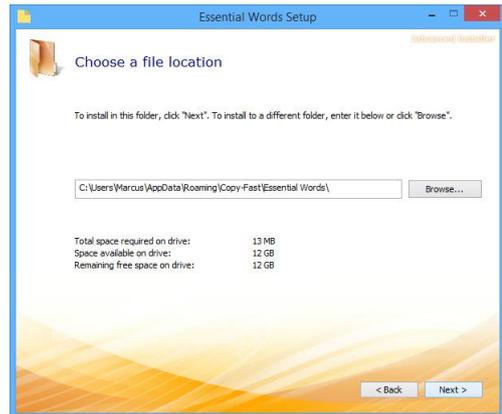
Step	Screen
<p><b>1 Welcome</b></p> <hr/> <p>Please ensure you have <b>closed</b> all sessions of Microsoft Word.</p> <p>Use Windows explorer to find and then <b>double-click</b> the Installation Wizard program file.</p> <p>This is an executable program file with a name like 'Essential Words 1.4.4.exe'.</p> <p>The introduction screen will appear.</p> <p>Click <b>Next</b> to continue.</p>	
<p><b>2 Licence Agreement</b></p> <hr/> <p>The second screen has the End User Licence Agreement (also called an EULA).</p> <p>Use the scrollbar to read and scroll to the end of the EULA.</p> <p>Then click 'I accept the terms of this agreement' and click <b>Next</b>.</p>	

### 3 File Location

The third screen confirms you have enough disk space to install Essential Words and gives you the option to select a different installation folder.

Unless you have a special requirement, you should leave this as shown.

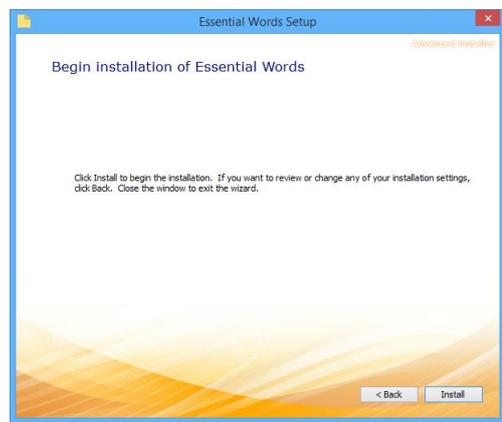
Click **Next** to continue.



### 4 Confirmation

This is the final confirmation before installation begins.

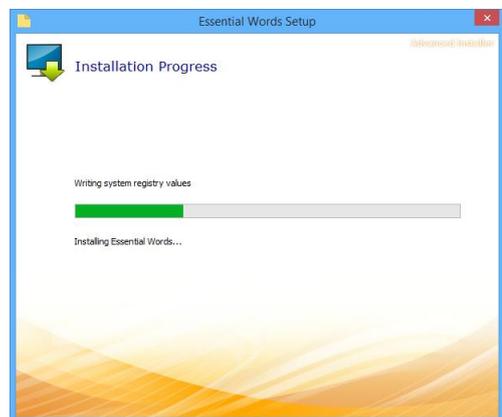
To proceed with the installation click **Next**.



### 5 Installation

Now Essential Words is being installed on your computer.

Nothing to do here but wait :)



**6 Finished**

The final screen confirming that Essential Words has been installed.

