

### Attention-grabbing Words: “16” Magic Words

With so many words in the English language to pick from, you must be very particular about which ones you use. Some will grab attention more than others. The following words are commonly used to effectively sell a product:

Benefit	Money	Easy	New*
Free*	Now	Fun	Proven
Guarantee	Results	Health	Safe
How to	Save	Love	You/Your

\*Always pulls best

Among all those on the list, the word “free” always gets attention anytime it is used. Suppose you were in charge of designing and wording the fliers your company was going to send out in three weeks. Which phrase would you use?

1. Half price!
2. Buy one – Get one Free!
3. 50% off!

Each of the three denotes the exact same offer, but the second phrase is the most effective. In fact, studies have shown that phrases using the word “free” outsell other phrases stating the exact same thing, only in different terms, by 40%!

“New” is another big one. Think about its use in politics. For FDR, it was “The New Deal.” For Kennedy, it was the “New Frontier.” Then there was Reagan’s “New Beginning” and Clinton’s “New Covenant.” Politicians aren’t the only ones selling with the word “new.” Think of all the times you’ve seen advertisements proclaim the words, “introducing,” “all new,” or “the one and only.”