

Here is a list of words to use in all your copywriting. These words are designed to create urgency and to get people to take action!

You
Imagine (really powerful)

Words about newness

Introducing
Welcome
Unique
Announcing
Breakthrough
Surprising
Exciting
Astounding

Words about exclusivity

Special
Secret
Hidden
Truth

Temptation
Forbidden
Never
Revealed
Exclusive
Limited

Words about urgency

Now
Discover
New
Results
Only
Direct
Hurry
Quick
Fast

Words that reassure

Can
Guarantee
Proven
Easy
Care
Simple
Safety
Lifetime

Words about caring

Family
Love
Children
Heaven
Dream

Health

Words about saving

Save
Money
Win
Cheap
Free
Reduced
Bargain
Bonus
Discount
Lowest

Words about pain

Hate
Failure
Afraid
Lazy
Humiliation
Alone
Reject
Stress
Stupid
Guilty

I hope you enjoyed these selling words to use in your next advertisement!

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