

Copywriting Power Phrases

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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 onlookers 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 sales letter 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." Stuff this up 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.

All the best,
Mike

Phrases Starting With A

ABSOLUTE(LY)
ACCELERATE
A CHILD COULD DO IT
ACKNOWLEDGMENT
ACT NOW!
A CUT ABOVE
ADJUSTABLE
ADRENALINE
ADVANTAGE
AGREE(MENT)
ALL NEW
ALL THE DIFFERENCE IN THE WORLD
ALL YOU NEED
ANYONE CAN DO THIS
ANYWHERE
APPEAL(ING)
APPROVED
AS SEEN ON TV
ASTOUNDING
ATTRACTIVE
AT YOUR OWN PACE
AUTHENTIC
AUTOGRAPH(ED)
AUTOMATIC
AWESOME

ABSOLUTELY NO OBLIGATION
ACCEPT MY/OUR OFFER
ACCURATE(LY)
ACTION
ACT TODAY!
ADDED VALUE
ADMIRE(D)
ADVANCE(D)
AFFORD(ABLE)
ALERT!
ALL-PURPOSE
ALLURE
A MUST!
ANYTIME
A PLEASANT EXPERIENCE
APPROPRIATE
APPROVED BY MAJOR COMPANIES
ASTONISH(MENT)
ATTENTION
AT YOUR FINGERTIPS
AT YOUR REQUEST
AUTO DELIVERY
AUTOMATE(D)
AVAILABLE
A WINNING OFFER

Phrases Starting With B

BANDWAGON
BARGAIN
BASEMENT PRICE
BEAT THE SYSTEM
BEAUTIFULLY PACKAGED
BE FIRST TO QUALIFY
BEFORE THEY'RE GONE
BELIEVE
BELOW RETAIL PRICES
BENEFICIAL
BEST
BEST QUALITY
BETTER
BEWARE!
BE YOUR OWN BOSS
BIG BONUS
BILL YOU LATER
BLOCKBUSTER
BOGGLE YOUR MIND
BONANZA
BONUS GIFT
BOTH ARE FREE
BRAND NAME
BREAK THE BANK
BREAKTHROUGH
BRIGHT FUTURE
BULK DISCOUNT
BUY DIRECT AND SAVE
BUY ONE GET ONE FREE!

BANKRUPTCY SALE
BARGAIN PRICE
BASIC
BEAUTIFUL
BEAUTY
BEFORE AND AFTER
BEHIND THE SCENES
BELOW DEALER PRICE
BELOW WHOLESALE PRICES
BENEFITS
BEST-PERFORMING
BEST-SELLING
BETTER THAN
BEYOND REASON
BIG
BIG DEMAND
BLAST
BLOWN AWAY
BOOMING
BONUS
BOOST
BOTTOM LINE
BRAND NEW
BREATH TAKING
BRIGHT
BRILLIANT
BUY
BUY NOW!

Phrases Starting With C

CALL
CALL RIGHT NOW!
CALL TOLL FREE
CANCEL ANYTIME
CARING
CASH DISCOUNT
CAUTION
CHALLENGE
CHANGE(S)
CHANGE(S) YOUR LIFE
CHRISTMAS SALE(S)
CLEAR
CLUTTER-FREE
COLLECTOR'S ITEM
COLOSSAL
COMMERCIAL
COMMITTED
COMMON-SENSE APPROACH
COMPATIBILITY
COMPELLING
COMPLETE(D)
COMPLETELY CONFIDENTIAL
COMPLETE FACTS
COMPOUNDED
COMPREHENSIVE RANGE OF
COMPREHENSIVE TRAINING
COMPUTERIZED
CONCERNED
CONFIDENTIAL
CONSISTENT
CONSUMER HELP
CONTINUED SUPPORT
CONVENIENT
CORE
COURAGE
CREDIT CARDS ACCEPTED
CURRENT
CUSTOMER COMES FIRST
CUSTOM PACKAGING
CUTTING COSTS

CALL ANYTIME
CALL TODAY!
CALL TOLL FREE -- ANYTIME
CAPTAIN OF YOUR OWN SHIP
CASH BACK
CASH REBATE
CERTIFIED
CHALLENGING
CHANGE(S) FOREVER
CHARITY
CLASSIC
CLEARANCE
COLLECTABLE
COLORFUL
COMFORTABLE
COMMISSION
COMMON
COMPACT
COMPATIBLE
COMPETITIVE EDGE
COMPLETE DETAILS
COMPLETE RANGE OF
COMPLETE SETUP
COMPREHENSIVE
COMPREHENSIVE SUPPORT
COMPROMISE
CONCEPT
CONFIDENT
CONGRATULATIONS!
CONSTRUCT
CONTACT ME/US/YOU
CONTROL
CONVERTIBLE
COST EFFECTIVE
CRAMMED
CRUCIAL
CUSTOM DESIGN
CUSTOMIZE
CUT-PRICE

Phrases Starting With D

DANGER
DEALER PRICE
DEDUCTIBLE
DELICATE
DELIVERED TO YOUR DOOR
DESERVE
DESTINY
DETAILED INFORMATION
DIFFERENCE
DIGITAL
DIRECT TO YOU
DISCOUNT COUPON
DISCOVER(Y)
DOESN'T HAVE TO BE
DONATE
DON'T DELAY!
DON'T MISS OUT!
DOUBLE YOUR MONEY!
DREAMS COME TRUE
DURABLE

DARE YOU
DEBT-FREE
DEEP DISCOUNT
DELIVER(ED)
DESCRIPTION
DESIRE
DETAIL(ED)
DETAILED INSTRUCTIONS
DIFFICULT(Y)
DIRECT(LY)
DISCOUNT
DISCOUNT EQUAL TO SALES TAX
DISTINGUISHED
DOMINANT
DON'T BE LEFT BEHIND
DON'T MISS THE BOAT!
DOUBLE INCOME
DOUBLE-YOUR-MONEY-BACK GUARANTEE
DURABILITY
DYNAMIC(S)

Phrases Starting With E

EAGER(LY)
EASE
EASY INSTALLATION
EASY ORDERING
EASY TO INSTALL
EASY TO USE
EFFECT(IVE)
EFFORTLESS(LY)
ELEGANT
ELIMINATE
EMERGING GROWTH
ENDEAVOR
ENDURE(ANCE)/(ING)
ENHANCE(D)/(ING)
ENORMOUS
ENRICH(ED)
ENTIRE
ENVY(IED)
EQUIPPED
ERROR-PROOF
ESTIMATE(D)
EVERYTHING PROVIDED/SUPPLIED
EXCEED
EXCELLENT OFFER
EXCELLENT SERVICE
EXCEPTIONAL
EXCITE(D)/(ING)/(MENT)
EXCLUSIVE
EXPECTATION(S)
EXPERIENCE(D)
EXPERTS AGREE
EXPERT ADVICE
EXPLODE(ING)
EXPRESS
EXTENSION
EXTRA
EXTRAORDINARY
EYE-CATCHING

EARN MORE MONEY!
EASE OF USE
EASY OPERATION
EASY PAYMENTS
EASY-TO-READ INSTRUCTIONS
ECONOMICAL
EFFICIENT(LY)
ELASTIC
ELIGIBLE
EMERGING
ENCHANTED
ENDORSE(D)
ENERGY(ETIC)
ENJOY(MENT)
ENORMOUS POTENTIAL
ENTERPRISING
ENVISION
EQUAL(S)
ERROR-FREE
ESSENTIAL
ETHICAL
EXACT
EXCELLENT
EXCELLENT QUALITY
EXCEPT
EXHILARATED
EXCITING DETAILS
EXPANSIVE
EXPENSIVE
EXPERT(ISE)
EXPERTS SAY
EXPLAIN(ED)
EXPLOIT
EXPRESS SERVICE
EXTENSIVE
EXTRA INCOME
EXTREMELY INFORMATIVE

Phrases Starting With F

FABULOUS
FACTORY DIRECT -TO-YOU
FAMOUS
FASCINATE(ING)/(ION)
FASTER SERVICE
FAST RESULTS
FAST-SETUP
FAVORABLE
FINANCIAL
FIND THE ANSWER TO
FINEST QUALITY
FIRE THE BOSS!
FIRST IMPRESSION
FIRST PLACE
FIXED RATE
FLAT RATE
FLEXIBLE(ILITY)
FOOLPROOF
FORECAST

FORTUNE
FRACTION OF THE PRICE
FREE APPROVAL(S)
FREE BROCHURE
FREE CONSULTATION
FREE DELIVERY
FREE DETAILS
FREE ESTIMATE(S)
FREE IDEAS
FREE MEMBERSHIP
FREE/NO OBLIGATION
FREE QUOTE
FREE SAMPLE
FREE WITH PURCHASE
FRESH(LY)
FULL(Y)
FULL EFFECT
FULL OR PART TIME
FULL SIZE
FULLY EXPLAINED
FUNDAMENTAL(S)
FUTURE

FACT(S)
FAITHFUL(NESS)
FANTASY
FAST
FAST-MOVING
FAST SERVICE
FAST TURN-AROUND
FEATURES INCLUDE
FINANCING AVAILABLE
FINEST
FIRE SALE
FIRST-CLASS
FIRST MONTH FREE
FIXED PRICE
FLASH
FLATTER(ING)
FOCUS
FOR A ONE-TIME FEE OF...
FOREVER FORMULA
FORTUNATE(LY)
FRACTION OF THE COST
FREE ADVICE
 FREE BOOKLET
 FREE CASSETTE
FREE COUPON
FREE DEMONSTRATION
FREEDOM
FREE FROM PAIN
FREE ISSUE
FREE NEWSLETTER
FREE OF CHARGE
FREE REPLACEMENT(S)
FREE TRIAL OFFER
FREE WRITTEN EVALUATION
FRESH START
FULL COLOR
FULL-FEATURED
FULL RANGE OF
FULL SPECTRUM
FUN
FUNNY

Phrases Starting With G

GAINING ON	GARAGE SALE
GENERIC	GENUINE(LY)
GET	GET AHEAD
GET RESULTS FAST!	GET RESULTS -- ORDER NOW!
GET RESULTS OVERNIGHT	GET SOMETHING EXTRA
GET THE BEST!	GET THE FACTS
GIANT	GIFT(ED)
GIFT WITH PURCHASE	GIGANTIC
GIVE	GLOBAL
GOLD(EN)	GOOD
GOOD JUDGMENT	GOOD REASONS
GOOD TASTE	GOOD-TASTING
GORGEOUS	GRACE(FUL)
GRACE PERIOD	GRATEFUL
GRATIFICATION	GREAT(EST)
GROUND-FLOOR OFFER	GROUND-FLOOR OPPORTUNITY
GROWTH	GUARANTEE(D)
GUARANTEED DELIVERY	GUARANTEED LOWEST PRICE
GUARANTEED OVERNIGHT DELIVERY	GUARANTEED RETURN
GUARANTEED TO WORK	

Phrases Starting With H

HANDSOME
HAPPY(ILY)
HARD-HITTING
HAVE FUN
HEAL(ING)
HEART(Y)
HEAVY HITTER
HEIGHTEN
HELPING PEOPLE LIKE YOU
HIGH-CLASS
HIGHEST-RATED
HIGH-IMPACT
HIGHLY-RATED
HIGH PRIORITY
HIGH-SPEED
HIGH VOLUME
HOLIDAY PRICE
HONOR
HOT PROPERTY
HUGE
HUGE DIFFERENCE
HUNGRY

HANDY
HARD
HASSLE-FREE
HEAD-AND-SHOULDERS ABOVE
HEALTH(Y)
HEAVY
HEFTY
HELP(FUL)
HIGH
HIGHEST COMMISSION OFFERED
HIGH-GROWTH
HIGHLIGHT
HIGHLY RECOMMENDED
HIGH-ROLLING
HIGH-TECH
HISTORIC
HOLIDAY SALE
HOPE
HOTTEST
HUGE DEMAND
HUNDREDS SOLD
HURRY! OFFER ENDS SOON

Phrases Starting With I

IDEA
ILLUSTRATED
IMAGINATIVE
IMMEDIATE RESPONSE
IMPORTED
IMPROVE(D)
IMPROVE YOUR LIFE IN A FLASH
INCENTIVE FOR BUYING
INCREASING(LY)
INCREDIBLY EASY TO USE
INDEPENDENT(CE)
INEXPENSIVE
INFORM(ATIVE)
IN NEED
INSANE PRICES
IN SECONDS
INSPIRE(ATION)
INSTANT SUCCESS
INSTRUCTIVE
INTELLIGENT
INTEREST-FREE
INTERESTING
INTRODUCING
INTRODUCTORY RATE(S)
INVESTIGATION
IS PROVIDED WITH
IT'S A BREEZE
IT'S CONFIDENTIAL
ITS SELF
IT WILL BOGGLE YOUR MIND

IF YOU DECIDE
IMAGINATION
IMMEDIATELY
IMPORTANT
IMPRINTED
IMPROVED VERSION
INCENTIVE(S)
INCREASE
INCREDIBLE BENEFITS
IN-DEMAND
IN-DEPTH
INFLATION-BEATING
IN MINUTES
INNOVATION
INSATIABLE
INSIGHT(FUL)
INSTANT
IN-STORE REPAIRS
INTANGIBLE
INTERACTIVE
INTEREST-FREE FINANCING
INTRIGUING
INTRODUCTORY OFFER
INVEST(MENT)
IRONCLAD GUARANTEE
IT MAKES SENSE BUY NOW
IT'S A MUST
IT SELLS
IT'S THAT EASY

Phrases Starting With J

JESTING
JUDGMENT
JUST-IN-TIME

JOIN THE WINNERS!
JUSTICE

Phrases Starting With K

KILLER APPLICATION
KILLER STRATEGY
KNOW(LEDGE)

KILLER PRICES
KILLER TACTICS

Phrases Starting With L

LARGER THAN LIFE
LARGEST SELECTION
LASTING
LAST MINUTE
LATEST
LAUNCH(ING)
LEADERSHIP
LEADING NAME
LEASE TO BUY
LEGAL
LEGITIMATE
LIABILITY
LIBERATED
LIFETIME
LIFETIME INCOME
LIGHT-WEIGHT
LIMITED

LIVE(LY)
LONGEVITY
LOVE(D)
LOWER PRICE(S)
LOWEST PRICES EVER
LOW INTEREST
LOW-RISK SOLUTION
LUXURY

LARGEST
LARGEST-SELLING
LASTING IMPRESSION
LATE-BREAKING
LATEST TECHNOLOGY
LAVISH(LY)
LEADING
LEARN ABOUT
LEASING IS AVAILABLE
LEGENDARY
LESS HASSLE
LIBERAL
LIFEBLOOD
LIFETIME GUARANTEE
LIFETIME WARRANTY
LIKE NO OTHER
LIMITED-TIME OFFER -- MAY BE
WITHDRAWN AT ANY TIME!
LIVE YOUR DREAM
LONG TERM
LOW
LOWEST
LOW FACTORY PRICES
LOW PRICE
LOYALTY

Phrases Starting With M

MAGIC
MAIL TODAY!
MAJOR
MAMMOTH
MASSIVE
MASTER OF YOUR DESTINY
MAXIMUM
MEGA
MILLIONS SOLD
MIRACLE
MODIFIED
MONEY-MAKING FACTS
MONUMENTAL
MOTIVATION
MULTIPLE INCOME STREAMS

MAGNETIZING
MAINSTREAM
MAKES A GREAT GIFT
MANIA
MASTER
MASTERPIECE
MEASURE UP
MILLIONS
MINIMAL INVESTMENT
MODERN
MONEY-MAKING
MONEY-SAVING
MOST UNDERRATED
MULTI-FUNCTIONAL
MULTIPLE REVENUE STREAMS

Phrases Starting With N

NATIONAL
NATIONWIDE
NATURAL GROWTH
NECESSARY
NEW AND IMPROVED
NEW NICHE
NEXT-DAY AIR AVAILABLE
NO APPLICATION FEE
NO EXPERIENCE NECESSARY
NO HASSLE(S)
NO HYPE
NO MINIMUM ORDER
NO MONEY REQUIRED
NO OBLIGATION
NO OUT-OF-POCKET CASH
NO PAYMENT FOR (X) MONTHS
NO PROBLEM
NO RESTRICTION(S)
NO SALESPERSON WILL VISIT
NOT AVAILABLE IN STORES
NOT IN STORES
NOTHING BETTER!
NOW AVAILABLE

NATIONAL BRAND
NATURAL
NEAT
NEW
NEW AND USED
NEW VISION
NEXT FRONTIER
NO DOUBT
NO EXPERIENCE NEEDED
NO-HASSLES REFUND
NO INTEREST FOR ONE YEAR
NO MONEY DOWN
NO-NONSENSE
NO ONE WILL CALL
NO PAYMENT FOR ONE YEAR
NO POSTAGE NECESSARY
NO QUESTIONS ASKED
NO RISK
NOSTALGIC
NOTHING ELSE TO BUY
NOTED
NOVEL
NOW IS THE TIME!

Phrases Starting With O

OBSESSION

ODD

OFFER LIMITED TO FIRST(X) ORDERS
OF THE YEAR

ONE-HOUR SERVICE

ONLY \$X.99

OPEN (X) HOURS A DAY

OPTIONAL

OPTION TO PURCHASE

ORDER NOW!

ORDER WHILE SUPPLIES LAST

ORIGINAL

OUT-OF-SIGHT

OUTSTANDING BENEFITS

OVERNIGHT DELIVERY

OVERWHELMING

OBLIGATION

OFFER ENDS (DATE)

OFFICIAL

ONCE IN A LIFETIME OPPORTUNITY

ONE-TIME SETUP FEE

OPEN (X) DAYS A WEEK

OPPORTUNITIES

OPTION TO CHOOSE

ORDER DIRECT

ORDER TODAY!

ORGANIZED

OTHERS COST TWICE AS MUCH

OUTSTANDING

OVERCOME(ING)

OVERRATED

OWNERSHIP

Phrases Starting With P

PARTICIPATION IS LIMITED
PAY NOTHING FOR (X) MONTHS
PEOPLE HELPING PEOPLE
PERFORM(ANCE)
PERPETUAL
PERSONALIZED
PHENOMENAL
PIONEER(S)
POISED
PORTABLE
POTENT
POWERFUL
PRECIOUS
PREMIER
PRESERVE
PREVIEW
PRICE INCLUDES SHIPPING
PRICES BELOW COMPETITORS
PRICES SLASHED!
QUALITY
PRINCIPAL
PRIVATE INVITATION
PRODUCT
PROFESSIONAL
PROFIT-GENERATING
PROGRAM
PROMOTION(AL)
PROSPER(ITY)
PROVEN
PROVOCATIVE

PATENTED
PAY ONLY \$X.95
PERFECT
PERMANENT
PERSONAL FORTUNE
PERSPECTIVE
PHONE TODAY!
PLUS GET
POPULAR(ITY)
POSITION(ING)
POTENTIAL
PRACTICAL
PRECISE(ION)
PRE-PAID
PREVENT
PRICE COMPARISON
PRICELESS
PRICES CUT IN HALF
PRIDE PRIME-
PRIORITY
PRINCIPLE
PRIVILEGE(D)
PRODUCTIVITY
PROFIT(ABLE)
PROFUSELY
PROMISING
PROMPT(NESS)
PROTECTION
PROVEN TRACK RECORD
PURCHASING POWER

Phrases Starting With Q

QUALIFIED
QUALITY-MINDED
QUICK(LY)
QUIETER

QUALITY
QUANTITY PRICING
QUICK TIPS

Phrases Starting With R

RANKED AT THE TOP
RARE
RAVE REVIEWS
READY TO USE
REALITY
REAP THE BENEFITS
RECEIVE FREE
RED HOT
REDUCED RATES
RELIABLE
REMARKABLE
REQUEST(ED)
RESULTS OVERNIGHT
RETURN IT AND OWE NOTHING
REVEAL(ING)
REVIEWING
REVISED AND UPDATED
REWARD(ED)/(S)
RIGHT NOW
RISK NOTHING!
ROARING
ROCKETED
RUNS LIKE NEW

RAPID CHANGE
RATES AS LOW AS
READ ALL ABOUT IT
REAL
REALIZE YOUR DREAM(S)
RECEIVE COUPON WITH PAYMENT
RECYCLABLE
REDUCE(D)
REFUNDABLE
RELIEF
RENT TO OWN
RESPECTED NAME
RETURNABLE
RETURN ON INVESTMENT
REVELATION
REVISED
REVOLUTIONARY
RICH(LY)
RISK-FREE TRIAL
RIVETING
ROCK-BOTTOM PRICE(S)
ROYALTIES
RUSH DELIVERY

Phrases Starting With S

SAFE
SAFE TO THE ENVIRONMENT
SAME AS CASH
SAME-DAY SERVICE
SAVE
SAVE MONEY
SAVE TIME
SCARCE
SECRETS REVEALED
SECURITY
SEE THE SAVINGS
SEND FOR FREE DETAILS
SEND TODAY
SENSATIONAL
SETTING HIGH STANDARDS
SHAPE YOUR OWN TOMORROW
SHORT-TERM LEASE
SIGNIFICANT
SIMPLE TO USE
SIMPLY POWERFUL
SIZABLE
SIZZLING
SKY-ROCKET(ED)
SMALL INVESTMENT
SOAR
SOLUTION
SPECIAL(IZED)
SPECIAL DISCOUNTS
SPEED DELIVERY
SPOTLIGHT
STANDARD
STAR(DOM)
START-UP
STATE-OF-THE-ART
STEP-BY-STEP
STOP LOSING MONEY!
STOP WASTING TIME!
STRONG
SUBSTANTIAL SAVINGS
SUCCESS(FUL)
SUITABLE
SUPER SALE
SUPERIOR
SUPPORT
SURE TO FIT YOUR BUDGET
SURPRISE

SAFE AND SECURE
SALE
SAME-DAY DELIVERY
SATISFACTION GUARANTEED
SAVE HUNDREDS
SAVE THOUSANDS
SAVVY
SECRET(S)
SECURED OPPORTUNITY
SEE BEFORE YOU BUY
SELECTED
SEND NO MONEY NOW
SEND YOUR NAME
SERVICE
SET YOUR OWN HOURS
SHARP(LY)
SHOWCASE(D)
SIMPLE STEP(S)
SIMPLIFIED
SINCERE(LY)
SIZZLE
SKILLED
SLASHING PRICES
SMART
SOFTER
SOLVE
SPECIAL BONUS
SPECIALIZING IN
SPEEDY
STABLE
STAND OUT FROM THE CROWD
STARTLING
START WITH NOTHING
STAY COMPETITIVE
STIMULATING
STOP SPINNING YOUR WHEELS!
STRANGE
STURDY
SUCCEED
SUFFICIENT
SUPER
SUPERB
SUPERIOR LIVING
SURE-FIRE
SURGING
SURPRISE BONUS

Phrases Starting With T

TAKE ACTION NOW!
TAKE CARE OF
TAX BENEFITS
TECHNICAL
TECH(NOLOGY)
TEST DRIVE
TESTS PROVE THERE'S NOTHING ELSE LIKE IT!
THOUSANDS
TIME-LIMITED INFORMATION
TIME-SAVING
TIME-TESTED
TOLL FREE
TOP LEVEL
TOP NAME
TOTAL
TRADITIONAL
TREMENDOUS
TRIPLE YOUR MONEY BACK
TRUST(ING)
TRY BEFORE YOU BUY

TAKE ADVANTAGE OF
TAKING OVER
TAX DEDUCTIBLE
TECHNIQUE(S)
TERRIFIC
TESTED
THINNER
THOUSANDS SOLD
TIMELY
TIME'S RUNNING OUT
TIP OF THE ICEBERG
TOP
TOP OF THE LINE
TOP SECRET!
TOUGH
TRAVEL DISCOUNTS
TRIED AND TRUE
TROUBLE-FREE
TRUTH
TWO FREE BONUSES

Phrases Starting With U

ULTIMATE
UNBEATABLE
UNBELIEVABLE BARGAINS
UNDERPRICED
UNDERSTAND(ING)
UNIQUE OFFER
UNITED
UNLIMITED
UNLOCK
UNSURPASSED
UNTOLD
UPDATED
UP-SCALE
USEFUL
UTILIZE

ULTRA
UNBELIEVABLE
UNCONDITIONAL
UNDERRATED
UNIQUE
UNIQUE SYSTEM
UNIVERSAL
UNLIMITED WARRANTY
UNPARALLELED
UNTAPPED MARKET
UNUSUAL
UPGRADED
UPLIFTING
USE YOUR CREDIT CARD

Phrases Starting With V

VALUABLE
VALUE FOR YOUR DOLLAR
VERSATILE(ITY)
VIBRANT
VITAL PURCHASE

VALUE
VARIETY
VERY HOT
VISION

Phrases Starting With W

WARNING
WEIRD
WE PAY POSTAGE AND HANDLING
WE REALLY CARE
WHILE SUPPLIES LAST
WIDE RANGE OF
WILLPOWER
WISDOM
WONDERFUL
WORKS IN MINUTES
WORLD PREMIER
WORLDWIDE

WEALTH(Y)
WE NEED YOUR HELP
WE PAY SHIPPING AND HANDLING
WE WILL NOT SELL YOUR NAME
WHOLESALE PRICE
WIDE VARIETY
WIN
WITHOUT LIFTING A FINGER
WORD-OF-MOUTH
WORKS LIKE NEW
WORLD'S GREATEST
WORTH ITS WEIGHT IN GOLD

Phrases Starting With X

(X) EASY PAYMENTS
(X) YEARS' EXPERIENCE

(X)% MONEY-BACK GUARANTEE

Phrases Starting With Y

YEAR-ROUND
YOU CAN TOO
YOU OWE IT TO YOURSELF
YOUR
YOUR CHOICE OF
YOU THE CUSTOMER COMES FIRST

YOU
YOUNG
YOU QUALIFY
YOUR CHOICE
YOU SELECT
YOUTHFUL

Phrases Starting With Z

ZEST(FUL)

Conclusion

There you have it! Nearly 2,000 power phrases that will make the difference between a few sales and a lot of sales.

Use them, but don't abuse them!

To your success,

Alex Major

www.NicheEmpires.com