

WORD POWER II THE SECOND EDITION OF THE SALES WRITER'S THESAURUS

The definitive compilation of words and phrases to help
sell your products, services and concepts.

Headlines & Taglines to lift off the page and use.

Complete with special sections on copywriting know-
how and DTP design and typography

ASPECIAL THESAURUS
FOR ANYONE WHO WRITES:
ADVERTISING COPY. MARKETING REPORTS.
BUSINESS LETTERS. SALES LITERATURE.

INCLUDING:

120 NEW Bolt-On Headlines for you to adapt and adopt,
or use as is.

50 Snap-On Taglines.

100s of Clinchers, Calls to Action, Link Lines, Pay-Offs, Image
Builders, Guarantees and Hidden Persuaders.

Plus 1,000s of Descriptions and Benefits.

PLUS THE SECRETS OF WRITING SUCCESSFUL COPY.

© Patrick Quinn 1994
This Edition 1999

Published by
Know-How Publications,
Cowieslinn, Eddlestone, Peeblesshire EH45 8QZ, United Kingdom
Telephone: 01 721 730350 Email



Contents

Title

FOREWORD

INTRODUCTION

HOW TO USE THIS BOOK

KNOW-HOW FOR WRITING

SELLING COPY

OPENING GAMBITS

120 Selling Headlines

The Declaration

The Challenge

The Question

The Identifier/Salutations

STRATEGIES

Image Builders

Link Lines

Guarantees

Sale & Cut-Price Offers

Defending Price

Freebies & Giveaways

Free Trial Offers - No Obligation

Blandishments

Knocking Copy

CLOSING GAMBITS

Hidden Persuaders

Clinchers

Calls to Action/Coupon Headers

Tag-Lines

WORDPLAY

Epigrams, Maxims & Laugh Lines

Forming Plurals in 'Alien' Words

Commonly Confused 'Sound-Alike' Words

Title

Use & Abuse

Tautological Expressions

Useful Similes

A to Z of Phobias

Proofreading Marks

THE DTP USER

Basic Typography & Design

THEME-FINDER

Best Seller

Classic & Traditional

Colour & Colourful

Comfortable

Comprehensive

Convenient

Customer Appeal

Easy to Use & Understand

Educational & Informative

Effects & Results

Exciting

Experienced

Fantastic!

Fresh

Fun & Games

Honest-to-Goodness

Intimate & Romantic

Improved

Indispensable

Large & Lots

Look & Feel

Low Cost

Luxurious

Contents contd.

Title

New & High-Tech

Opportunity Knocks

Peace of Mind

Powerful & Compelling

Practical & Useful

Profitable

Rank & Standing

Reliable & Durable

Respected

Satisfaction Guaranteed

Title

Service & Assistance

Small & Light

Superlative

Timely Arrival

Tried & tested

Unique

Vogue

Foreword

It is a privilege to Foreword the Second Edition of *Word Power*.

The Library Association 'discovered' Patrick in 1989; since when we have benefited from his excellent advice, on paper and at training courses.

Word Power is a delight - even if you have no intention of selling anything to anyone.

It is an entertainment in itself.

But if your aim is to attract attention - whatever your market - you will learn and enjoy at one and the same time.

Glance at '120 Selling Headlines' in Section Two; or 'Epigrams, Maxims and Laugh Lines' in Section Five. Unique collections from a fund of knowledge, both.

To take a leaf from page 163, *Word Power* entertains while it educates. And if it 'tickles your fancy' or 'makes you feel brand new', then that's a bonus.

One thing's for sure - you'll use it again and again.

Rob Palmer,

Director: Conferences & Special Events,

The Library Association.

Introduction

If you have something to say, you really can't beat words for saying it. And in the pursuit of sales, via press, radio, television, mail shots and what have you, those words must necessarily be straight to the point, uncomplicated and relevant.

In the press, you have a finite amount of space in which to present your message. On radio and television, you are constrained by time. And with mailings, you have to consider carefully the weight-to-cost ratio before stuffing those envelopes. Not only that, any promotional effort you launch is battling for attention against myriad other promotional efforts. Worse still, the vast proportion of your target audience has no real interest in either you, your products, or your services. If they bother to give you any of their valuable time at all, it will be a very short period of their valuable time.

All of which suggests that the proper use of words in your promotional campaigns - or, more correctly, the proper use of the right words - is not only necessary, it's imperative. I'll go one step farther and say that it's the proper use of the *minimum number* of the right words that puts messages into minds. At which point I'll stop: we could drive ourselves quite loopy on this Kafkaesque roundabout.

Suffice, I think, to say that words are king in the

realm of promoting sales of goods and services. Hence, *WordPower* II.

* * *

The first edition of this book was written with the idea of providing a thesaurus tailor-made for the promotional writer.

The traditional thesaurus or synonym dictionary, while being an invaluable tool in itself, is not designed for the copywriter or business author. These all-embracing volumes present you with more than you need; they contain words that ordinary people ordinarily don't use; they present phrases of such antiquity that you'd need to be a student of Thackeray or Hazlitt to get to grips with them; and they run you around from pillar to post, from adscititious to zarathustra, as you search out that elusive, yet uncomplicated word.

The problem, of course, is that it all takes time; and time is a commodity which most copywriters rarely have an abundance of. What's more, when you're up against a deadline, time seems to condense in direct proportion to the urgency of the job in hand. Whoever it was that said 'time has a marked disinclination to go backwards' must surely have been a promotional writer.

Anyway, the original WordPower was designed

to give immediate and simple access to a whole lexicon of words and phrases relevant to modern business practice. It was, as I took pains to point out at the time, no overnight production. In essence, it was a distillation of 30-years' worth of hard-won experience in the copywriting trade. A collection of words and phrases that sell, amassed over a lifetime.

Judging by the volume of mail received by my publisher, it seems to have acquitted itself rather well. There have been, so far, only two dissenting voices, both suggesting that I was lowering the tone of the profession by showing every Wayne, Clint and Elvis how it's done. Even worse, they maintain that each marketing problem is fundamentally unique and, by that very token, deserves a fundamentally unique solution.

I hope these gentlemen won't take it too much to heart when I say this. In the first place, while some may *suppose* that their marketing problem is unique, when all the clap-trap is cleared away it usually isn't. Such a philosophy may go down well in the board-rooms of multinational organisations, to whom money is no object, but experience shows that it won't wash on those who are forced to count every penny - and make every penny count.

In the second place, I think industry and commerce today need all the help they can get, and from whatever quarter they can get it.

In the third place, such elitism as they display is nothing more than monopolization in disguise and does not, for one minute, conceal the note of panic

in their voices.

And in the fourth place, I don't really care.

Encouragingly, much of the said correspondence included genuine requests for more of the same...but different. So much so, the publisher - who operates for profit rather than for the benefit of his health - has asked me to compile, in his words 'a new, bumper volume which goes considerably farther, explores fresh avenues and gives our customers a lot more for their money'.

This, I believe I have done.

Obviously, the new volume incorporates the principle word and phrase thesaurus or *Theme-Finder* which appeared in the original. Meaning the lexicon of words and phrases that no professional copywriter worth his or her salt could operate without.

Additionally, I've retained many of the most useful and popular sections, with just a few minor amendments. The rest, as they say, is brand, spanking new.

Like a compilation of 21 ready-to-use Sales Letters designed for just about every purpose and eventuality. All you have to do is select the one you want, change the product or service name, retype or reprint on your own letterhead and you're up and running.

Like a wider-reaching treatise on the principles of copywriting. Including ways to avoid common errors, and how to take the pain out of putting pen to paper.

Like a section on desktop publishing - which tackles the basics of typography and design. Plus proof-reading marks.

Like 120 new Headlines to adopt or adapt straight off the page.

And like 50 freshened-up tag-lines; and any number of mind-jogging maxims, epigrams and quips. Among much else.

* * *

You can use *WordPower II* in either of two ways. As a handy thought-provoker when you require instant inspiration for a current project. Or as a browsing medium for helping to improve your sales vocabulary. Either way, it should give you a better-

than-average jump-start. Because of that I think you'll find it more than just another thesaurus.

If the material contained herein helps you to shift more product or assists in putting your services before a wider market, then I for one shan't be in the least surprised. But I shall be thoroughly delighted.

Finally, the publisher will be more than pleased to receive any comments you may care to make about *WordPower II*.

That goes for me, also.

When ideas fail, words come in very handy.
(Johann Goethe.)

How To Use This Book

No question, it is possible to write advertising copy without recourse to a dictionary or a thesaurus of some kind. Professional copywriters do just that every day of the week. They simply write on the strength of the vocabulary assembled over the years. Even so, were you to have the questionable privilege of being a fly on a wall in the copy department of a large ad agency, you might be surprised at the process by which drafts for ads, brochures, and so on, are arrived at.

You will hear exchanges like:

"I'm looking for a synonym for 'improved'."

To which, answers might come thick and fast, or sparse and slow, depending on the mood or predisposition of the others present.

"Modified," someone will say.

"Remodelled," chimes another.

"Perfected," says a third.

"How about enhanced...?"

"Or now with added betterness."

"What?!"

And so it goes on until everyone either loses interest and slips quietly back to sleep or a suitable word is found.

What you have here, of course, is a human word-bank; a corporeal, walking, talking *WordPower* on tap. But for those thousands of promotional writers

in industry and commerce, lumbered with the job because nobody else wants to do it, alone because nobody feels inclined to stick their neck out and get involved, frustrated because they are engineers or salespeople by design and writers by accident. For these unfortunate souls there are no group brainstorming sessions to enliven the soul and make the creative juices flow. No offers to 'sort it all out round the wine bar'. Just hard, unflagging, unrewarded toil.

If this is you, sir or madam, don't despair; there is a bright light upon the horizon. The book you are now holding contains practically all the tools you need for creative experiment and for producing copper-bottomed, hard-selling concepts. All you have to do is dig them out.

WordPower II is certainly not exhaustive. There are, no doubt, hundreds of words, expressions, clauses and phrases hiding somewhere out there in the undergrowth and thumbing their noses. Nonetheless, I think we have the vast majority of them between these pages.

The book is organised in sections which more or less parallel the tried-and-tested format for writing promotional material. The exception to this general rule is the Theme-Finder section, a compilation of those words and phrases which are ordinarily used in body copy. Arguably, since these make up much

Antonym: the opposite of the word you are trying to think of.

of the bulk of the book, they should be situated where you can find them in a hurry. And they are.

The sections run like this:

PARTONE:

Know-How for Writing Selling Copy.

Here, you'll find the nuts and bolts of copywriting, the philosophy, the tricks of the trade, the pitfalls - the lot!

PARTTWO:

Opening Gambits.

120 Selling Headlines.

Here, are headlines to adapt and adopt. Plus:

Opening Statements.

Challenging Declarations.

Provocative Questions.

Audience Identifiers.

PARTTHREE:

Strategies.

Image-building lines.

Link-lines.

Ways of presenting guarantees.

Cut-price offers.

Freebies and giveaways.

Free-trial offers.

Along with ways to defend high price; to flatter the reader; and to 'knock' the competition.

PARTFOUR:

Closing Gambits.

These are:

Hidden-persuaders.

Clinchers.

Calls to action and coupon starter-lines.

Plus a selection of tag-lines which can either be adjusted to taste, or used straight off the page.

PARTFIVE:

Word-Play.

A selection of:

Mind-jogging maxims, epigrams and quips. (For inspiration and diversion.)

Use and Abuse:

Avoiding wordy phrases.

Commonly confused words.

Pluralising 'alien' words.

Useful similes & tautological expressions.

Proof-Correction Marks.

PARTSIX:

The DTP User.

The fundamentals of Typography and Design for Desktop Publishers. Specially written by an internationally known graphic designer.

PARTSEVEN:

Theme-Finder.

Contains practically every word and phrase you'll ever need for writing copy. The qualities, the features, the benefits - they're all here.

So when, for instance, you're looking for a way to describe the ease of use of your product, just look up *EASY TO USE* and find terms as diverse as *Customer friendly* or *It's child's play* and *From here it's all downhill!*

On another tack, if you want to describe how *EXPERIENCED* your company is, simply turn to that word and come up with expressions along the lines of: *Qualified*, or *We are the team by which all others are judged*, and *Know-how doesn't grow on trees*.

This section is, of course, arranged alphabetically for fast reference and provides a wide spectrum of ideas to chew over. However, not all of the words and phrases provided for each theme are necessarily synonyms in the accepted sense. They are, in essence, expressions which may, by a short stretch of the imagination, make loose connections with the theme you have in mind. In this respect, the section is far more flexible than the normal, everyday thesau-

rus.

You will notice that some of the entries end with, or contain, an ellipsis (...). This allows adaptation and you complete the missing words to suit your own purposes.

Others end or contain (~~~). This denotes the name of the product or explains the type of service being offered - and, once again, you complete it as you wish.

W
N
O

T
E
A
P

***Know-How
for
Writing Selling Copy***

Know-How for Writing Selling Copy

Before we talk copy, we may do ourselves a bit of good if we talk advertising generally. That way, my notions on copywriting will be somewhat easier to digest. Thus, the first few pages may appear something of a rag-bag; but if the string doesn't come undone, it should all make sense in the end.

First, however, a bit of strategy.

You may agree with me when I say that the sign of a true professional - in whatever field - lies in his or her ability to make whatever they are doing seem ridiculously easy.

To elaborate, I listen to the music of Oscar Peterson and immediately resolve to take up the piano because, patently, there's nothing to it. With the result that when I sit down to play, they don't just laugh, they positively fall around.

Thus, I am often asked by otherwise sensible people the question; "Where do you get your ideas from?"

What these people fail to realise, but what is well known to Oscar Peterson and me, is that to become proficient at anything you have to practice. And keep practicing.

In the copywriting trade, practicing means mulling over the sales-messages for any of half-a-dozen projects which might currently be on the go. This is done almost subliminally while gardening, driving,

watching the box, or whenever. The copywriter's mind, like my brother Sylvester of the rhyme, takes no rest. Every copywriter knows that you don't - indeed, can't - force an idea to happen. Ideas, like romances, come to you in a blinding flash when you least expect them. (Though I sadly confess to a marked lack of success with the latter. I chase women, sure enough, but they keep escaping. Ah, well.)

Anyway, the moral is clear. Try not to create ads or devise promotional materials only ten minutes before you need them. You should think about them on a long-term basis; and when something strikes you, write it down and file it. Very well, you may not be as impressed with it a fortnight hence as you are today; but however awful it seems in the cold light of retrospect, the odds are that it will give you a jump-start towards a decent solution.

Professional copywriters operate like this the whole time. Which is why, social considerations aside, it is rarely a good idea to strike up a conversation with a copywriter. This is because anything you say will be taken down, re-vamped and employed in public print as a wholly original idea.

Since writing the first edition of this book, I have been engaged in a series of practical seminars on advertising in general and on copywriting in particu-

lar. Nothing remarkable about this, except that I probably learned more from the audience who attended these sessions than they learned from me. But what struck me, particularly, was their amazement at being handed an immediate headline idea for a press ad or copy platform for a brochure. They were even more impressed when it was shown that these concepts could be rehashed to satisfy the promotional needs of a variety of different products or services.

There is no mystery. A good selling idea is a good selling idea, no matter what product it is dragged into promoting.

So far, so good.

WHAT'S IT ALL ABOUT?

Let's consider a scenario. You have researched the market for your product. You have produced an entire press campaign of words and pictures. And you have booked the appropriate space in which it will appear. It runs. A fortnight later, you wonder why the phone isn't ringing or why customers aren't beating urgent paths to your door.

Panic sets in. You figure you should cut your losses, cancel all further space-bookings and start again.

Let's clear a couple of decks here.

Just because you are sick and tired of seeing your ads day after tedious day, it doesn't follow that everyone else is. Also, it's a fact that a piece of advertising takes a good deal longer to sink into the

collective conscious than the author of it may believe.

I'll quote you a statistic. Scientists say that on a good day the five human senses - sight, hearing, touch, smell and taste - pick up in the region of ten-thousand bits of information every second. Now, while you are relying on your market, when it picks up the media in question, to employ only one of these senses, sight, to interpret your advertising, it still follows that every punter will be receiving 2,000 bits of ocular news every second. This is aside from the 8,000 units coming in from the other senses.

Couple this, if you're still with me, with the fact that your ads are lying cheek by jowl with, and competing for attention with, dozens of other ads, not even to mention the editorial for which the paper was bought in the first place, and any optimistic forecasts about readership response soon go sailing out of the window.

No - for any half-decent campaign to work, it requires considerably more time than anyone connected with it supposes.

So give it all the time it needs; and then give it a lot more for luck.

* * *

Back in 1968, the Trades Descriptions Act put a lot of copywriters firmly in their place. What it did, in effect, was to offer six months in the pokey to anyone who called a common-or-garden spade a top-quality, stainless steel, rustproof, corrosion-resistant, fully guaranteed, money-back-if-not-satis-

fied shovel.

Thus, at a stroke, it removed much of the fairyland attached to product description. But, it seems to me, that in its efforts to give consumers a fair shake, it also put the mockers to a great extent on an old and worthy habit in advertising of actually making a selling proposition for the product.

Which is to say that much of today's advertising somehow ignores its principle duty. And that is to make quite clear to the reader exactly what it is that is being offered.

Indeed, as I have said elsewhere, a large proportion of current advertising is like the man who winks at a girl in the dark. He knows what he's doing, but nobody else does.

I am one of those old-fashioned and probably misguided souls who believes that an ad should say what it means. In other words, I reckon an ad should go out of its way to tell the market, in unequivocal terms, precisely what it is selling.

A lot of advertising doesn't do anything like this. In essence, it larks around unnecessarily; it uses sad old puns in headlines which it thinks will titillate its audience pink - not realising that generations of copywriters have been there before it. It complicates the issue by using trendy jargon - like 'multi-functional end-user benefit' - in body copy. And it employs illustrations which have no bearing on the product and therefore no bearing on the sales message.

We should put our drinks in order. A good ad can

be humorous; or it can be authoritative; or cheeky, or strident, or inventive. But it should never be half-hearted. A good ad is one that virtually forces you to read it, and leaves you convinced when you have. And it must leave the reader in no doubt about what's on offer.

Please don't run away with the idea that I'm saying that a manufacturer, for instance, of brass sleeved chubb-fuddlers should necessarily show a picture of his product with some such headline as *'The world's fastest brass sleeved chubb-fuddler'*. (Although I must say there would be - and are - worse ways of advertising it than that.)

Not a bit of it. I'm all in favour of advertisers looking for new ideas, new approaches and new ways of ensuring that their products get an unfair share of attention. But I am even more in favour of ads that say, without beating about the bush: 'Hey, pal, here's a proposition you would be a mug to miss'.

It's all a case of getting one's priorities right. A matter of choosing 'directness' or 'difference'. If, of course, an ad can manage to combine both directness and difference, so much the better. But directness comes before difference any day of the week.

As all the best ad campaigns prove - every day of the week.

Allow me to give you an example of what I'm talking about. A recent ad for a Market Research Service specializing in European markets said:

**EUROPEAN MARKET RESEARCH LTD.
BRITISH BUSINESSMEN DON'T**

*What you don't write, you don't get paid for.
(Pete Riley.)*

KNOW ANY BETTER.

Someone is trying to be funny, here, but with a marked lack of success, I feel. What's worse, it doesn't try to sell me anything. Much better might have been a line straight from the shoulder:

**IF YOU HAVE A MARKET IN EUROPE,
WE'LL IDENTIFY IT.**

**IF YOU DON'T, WE'LL IDENTIFY
THAT, TOO.**

If you see what I mean?

* * *

Which brings me neatly to the headline. I trust there will be no argument when I contend that the headline is the single most important element of any ad?

I know that this will upset every designer, illustrator and photographer in the land; but I am unrepentant. A picture, they will argue, is worth a thousand words; and because of this a picture is indispensable. I reply, conversely, that if you put one wrong pic in an ad, a thousand words won't retrieve the situation.

But I digress. Of the ad ingredients of headline, illustration and body copy it is, without doubt, the headline which the reader notices first. Research has proved it beyond question. It is therefore the headline which draws him into the domain of the piece; whereupon, he next views the illustration and, if it sparks some interest within him, he goes on to delve into the body copy.

Now, I am as circumspect about research as the next man, and probably more so. (Especially the increasingly common copy-testing research that purports to show whether or not a given market will accept certain words and phrases in an ad or commercial. I dislike the arrogance of it, and the expense of it.) But on this point I am a true believer.

If I'm right, then it follows that our headline - if it is to receive the attention it deserves - must stand out like the lights of a flight-path on a dark and stormy night.

To achieve this, I submit that every headline you write, in whatever medium - press, brochure, mailer - should contain one of two specific ingredients. If it contains both, even better.

What are these ingredients? They are:

- (1) An offer.
- (2) A promise.

Like the man said, it is awfully hard to shift product unless you offer it for sale. Judging by the number of say-nothing, offer-nothing ads one sees these days, an awful lot of product isn't getting shifted. Much of this kind of work rides on a trendy bandwagon of in-jokes, minimalism and designer-puns. Some cigarette advertising is a case in point.

So if you have a product, offer it; and if you can, make a promise - either about price, or about delivery, or about performance, or whatever.

This basic principle is one that I have been expounding - with varying degrees of acceptance - for more years than I care to remember. It is

A mediocre mind thinks it writes divinely; a good mind thinks it writes reasonably.

(La Bruyere.)

something I drum into trainee copywriters from day one. Oddly enough, the ones among them who have latched onto it, are the ones who are winning awards and gaining reputations. The remainder, those who protested that such a ploy restricts creativity - while gainfully employed and turning out some truly arty material - do not in any respect have the same credibility as their counterparts. The reason is clear enough. They are entertaining their markets, not selling to them.

This isn't to say that you can't be both an entertainer and a salesman. In fact, quite the reverse. But to neglect the latter in favour of the former is stupidity well and truly carried out.

Anyway, the effect of the inclusion in your ads of an offer or a promise will be positive rather than negative. That, I guarantee.

Let's take a closer look. First, the promise.

When we set out to frame a promise in a headline, it will be more than a simple, straightforward statement of fact. More than, for example: *'If you don't like what we do, we'll do it again'*, or *'We'll give you your money back'*. No, my idea of the promise is somewhat more subtle.

Examples of what I'm talking about run along the following lines. Consider, if you will, this simple statement:

**IF WE AIN'T GOT IT,
YOU DON'T NEED IT.**

This line is reputedly written above the till in one of those General Stores for which the American

West is so famous, and in which you can buy practically anything.

It represents an unbeatable example of the promise - suggesting, as it does, a stock of cornucopian dimensions. By the way, it also entertains.

A similar thought, for a car-accessories shop this time, might say:

**IF WE DON'T STOCK IT
SCRAP THE CAR.**

With this, you are left in absolutely no doubt about the promise of size and scope of the products offered.

Are we in agreement so far? All right, now for the offer.

For a moment, let's say we are in the bulk-gas delivery business. You know the sort of thing I mean: a tanker delivers regular supplies of liquid gas to homes and farms in outlying districts where mains gas is unavailable. Here's the offer:

**EASY THERM
THE GAS TO HAVE
WHEN YOU CAN'T HAVE GAS.**

It practically says it all. And a stick of body copy would quickly fill in the price details.

As another example, we'll use a sale of bedding plants at the local nursery.

**OUR SPRING BEDDING PLANTS
ARE UP AND ABOUT
(Up 6 inches and about 20p each.)**

Could anything be simpler, yet more positive? Probably not.

*What is written without effort is in general read without pleasure.
(Dr Samuel Johnson.)*

A headline that contains neither an offer nor a promise is not a headline. It's an announcement. Like: **THIS SIDE UP** is an announcement.

It's obvious, isn't it, that when writing a headline, you'll want to say more than just 'for sale'? A lot more. You have to drag your reluctant reader by the lapel towards your piece; thus, the ad needs enough life and sparkle to provide the initial motivation to provoke further investigation. So entertain by all means - be witty, be slick, be clever - but, above all, be a salesperson.

Make an offer. Or give a promise.

Now for a short but pertinent parable. I don't often look at marketing reports because they baffle me, depress me and give me an uncomfortable sense of not being of this world. Both the language and the figures have about them an utter incomprehensibility which seems peculiar to marketing reports - and thank God for that.

However, I was forced to read one of them the other day, and the only bit I understood left me twitching even more than usual. Here's the bit:

'What we are looking for here,' it said, as it talked about creative input 'is salesmanship in print.'

As primitive as this sounds to many of us more enlightened souls, it shows that, at long last, at least one of the grey-suited executives of the advertising world has come to his, or her, corporate senses. A fact about which I am rightly happy.

So how do we arrive at this happy state of affairs where we, as advertisers, become 'salesmen in

print'? Well, the best of sales people are those who speak convincingly and with knowledge about their products and services. Therefore, when you next commit advertising, ask yourself a simple question. 'Am I making a hard-and-fast proposition, or just an announcement'?

You know what to do if it's the latter, don't you?

THE UNIQUE SELLING PROPOSITION.

It's about time we said something about the Unique Selling Proposition (USP) - so we will.

I'm sure you already know that the Unique Selling Proposition of a product or service is that quality which sets it apart from, or makes it more desirable than, any other product or service of its kind. In essence, it's the main product or service 'feature'.

In which case, the USP of, say, a lawnmower might be:

- (a) its speed of cut,
- (b) its low-weight,
- (c) its grass-collecting capacity.

Now, each of these features automatically leads to a user benefit. In the above instance it would be:

- (a) the job is done faster,
- (b) the machine is easier to handle,
- (c) you don't have to empty the grass-box so often.

Obviously, customers do not buy on the strength of features; they buy to get the benefits endowed by those features. It is therefore the benefits which should be majored on in any advertising.

*Every author, however modest, keeps a most outrageous vanity chained like a madman
in the padded cell of his breast. (Logan Pearsall Smith.)*

One more thing.

Think of a USP not so much as something you put into an advertisement. Think of a USP, rather, as something the consumer takes out of it. When all is said and done, advertising is the art of getting a USP into the heads of the most people at the lowest possible cost.

Something else worth considering here. In any selling situation, a good salesman or saleswoman makes a point of raising the value of the product in the customer's mind. It's the oldest sales gambit in the book; and it's one that should be applied with gusto.

Allow me to give you a for-instance. Your car runs out of petrol on an uninhabited, rainswept moor in the middle of the night. The nearest town is 30 miles away, but even if you walked there, you'd be unlikely to find a garage open.

So here you are...stuck.

Then, out of the darkness, comes a man; he is carrying a can. It's a petrol can.

He greets you amiably and asks whether you'd like to buy a gallon of petrol. You say you would.

A gallon of petrol retails at around £2.00. But how much is this gallon worth to you?

Your Samaritan shrugs and says: 'It's raining. You are wet. You could be stuck on this moor for a long, long time, since very few people use the road. I'll get you out of trouble by selling you this gallon of petrol for twenty quid'.

'Done,' you say.

Suddenly, the value of two-poundsworth of petrol has been raised in your mind tenfold. Why? Simply because of need. Create a need for your product in the mind of your market and its value automatically exceeds its true cost. From then on, the world is your oyster.

BUSINESS TO BUSINESS.

Records show that among the readers of the first volume of *Word Power* was a large number of members of businesses earning their crust by selling to other businesses. Since there is no reason to suppose that the readership profile for this edition will change in any drastic way, then I am duty bound to say a few words about this branch of the promotions game.

But I begin nonplussed. For some unaccountable reason, there are those who believe that business-to-business advertising is somehow different from 'ordinary' consumer advertising.

Apart from its title which, in the good old days, was known as trade advertising, there is no noticeable distinction.

1. The standing fallacy about business-to-business advertising is that the readers of ads want *facts* and that they are not susceptible, as all other human beings are, to emotion. Nonsense.

2. Engineers, bankers, and pub landlords are as irrational and as bloody-minded as the rest of us; and they tend to deal with people they know.

The only people who can be excused for letting a bad book loose on the world are the poor devils who have to write for a living. (Moliere.)

3. Commercial and industrial buyers are by no means avid readers of ads, and they certainly do not, as a general rule, *buy* from ads. They are, as a race, far too busy to go into all the pros and cons of the urgent, hard-selling, fact-backed ads that confront them by the hundred with every succeeding issue of their particular trade mag.

4. In these circumstances, the primary purpose of almost all business-to-business advertising should not be to sell the goods. It should be to gain the interest and goodwill of possible users of the product.

5. It should ensure, as far as possible, that when a prospective customer is in your market he should think of you, and find it difficult not to include you in any enquiries he makes; and it should ensure that when you approach *him*, he will be glad or at least willing to see and hear you.

6. Business-to-business products as a whole are not sold - they are *bought*. Which is a very different thing.

7. Any business-to-business advertiser who intends to stay in business for longer than five minutes should pay due attention to the long-term effect of his advertising. He should look farther than his nose and use a strategic approach rather than a tactical one.

Alas, all too few do - hence the current distressing hegemony of trade ads which shout, scream, bawl and loudly claim. Often about nothing at all.

If you agree (and leaving aside your own particu-

lar company, I think you will agree) that product similarities are tending to grow and product differences are tending to diminish, then it follows that the manner of any given business-to-business advertising becomes more important than the matter of it.

The next time you produce a campaign which is full of life and interest, but from which the Chairman instinctively recoils because it doesn't contain a thrusting, sock-it-to-'em headline, a large picture of your desperately unphotogenic product, half-a-dozen 'bull-points' dramatized by double asterisks, and a logo that thumps readers straight between their uncaring eyes, make a point of showing him the foregoing. And if, after due consideration, he allows you to run it, he may be agreeably surprised at the response it gets.

COPY PROPER.

The craft of copywriting is all about preaching to the indifferent. It is designed for communication rather than education. Therefore, the grammar of it and the syntax of it need not follow the same unbending rules of the Queen's English as material written by a Thackeray or a Wilde.

Copywriters are often accused, rightly, of taking liberties with the language; of kicking off sentences with the conjunctions 'and' and 'but'; of closing with prepositions; of splitting infinitives; of forming sentences without verbs; and of generally lowering the tone of the language. These critics then go on to argue, wrongly, that copywriters are therefore as

The difficulty of literature is not to write, but to write what you mean.
(Robert Louis Stevenson.)

thick as two planks.

In my experience, the majority of copywriters have agile brains, a wide general knowledge, a high IQ and so intimate an understanding of the Queen's English that they can abuse it with impunity. Copywriters aren't an attractive breed by any means, but they aren't stupid.

Let's face it, the general public does not, as a rule, go around quoting Dr Johnson or Edmund Burke. Most wouldn't recognise a subjunctive if it wore a funny hat, false nose and spats. And there are, indeed, worse things than splitting infinitives; and one of these is splitting hairs.

So we aren't, as I've said, setting out to educate - except, that is, about our products or services. To achieve this, we have to speak to our readers clearly and concisely, in words of one syllable, and with the minimum number of words.

To this end, copy should adopt a pally, friend to friend tone of voice. It should sound rather like two old cronies chatting over a pint in a pub; and it should have all the feel of an arm-round-the-shoulder as you offer some sound advice and sincere commiseration.

The reason for such a gambit is this. People like to be spoken to in their own language. They also like to be liked - on the premise that when you make someone your friend, you also make them your equal.

Similarly, people give you more of their attention when you talk to them, human being to human being, as opposed to when you talk *at* them. Therefore,

writing in an amiable vein massages egos; with the result that you win many more friends and influence a lot more people than you might if your writing is aloof, detached and estranged.

* * *

Good copy is short, sharp and straight to the point. It contains tight, uncomplicated sentences and tight, uncomplicated paragraphs. In fact, sentences can be simple clauses i.e., where you would normally place a comma, drop in a full-point. Then stand back and see how much more immediate and easily read the resultant sentences become. It doesn't work on every occasion, but nine times out of ten it will.

Further, good copy contains not one extraneous word. So, having drafted a piece, go through it and delete anything that doesn't add to the sum total of the message.

Which would, for example, transform this:

Every office should have a Fax machine, because they save time, they save postage and they save on courier costs. The reason is that your letters and messages are transmitted over an ordinary telephone line and take only moments to send and receive.

Into something like this:

Every office needs a Fax machine.

A Fax saves time. Postage. And courier costs.

How? Your letters and messages are sent, and received, via a normal telephone line.

Almost instantly.

Many years ago, I wrote a 60,000-word novel in

*Writing is a good way of airing your views without being interrupted
by intelligent argument. (Patrick Quinn.)*

which the only punctuation was the full-point, and no sentence was longer than five words. It was, as it turned out, a remarkably bad novel; but because of the short sentences and the plethora of paragraphs, it could be read in a couple of hours flat.

In copy, a neat trick is to form paragraphs at each fresh piece of information, whether or not that information is part of the preceding piece. It really doesn't have to be a separate thought to be a separate para.

Very often, too, you can use a one or two-word sentence as a fast bridge between paras. I used 'How?' above. Other bridges of this kind are: 'Agreed?' 'Why?' 'Let's explain'. 'Here's show'. 'Who says?' And so on.

Mr Partridge, I feel, would not be amused. Never mind, I won't tell him if you won't.

English is a wonderful tool which, for a number of historic reasons, is used by 750 million people worldwide. Unlike many other languages, it is eminently flexible; so much so, it changes day by day. From its inception there has been a three-sided battle between the forces of standardization, the forces of specialization, and the forces of localization. I therefore claim that so long as what you write isn't deliberately coarse, crude, brutish or vulgar, then you can do very nearly anything you wish with it.

In any case, grammar is made for man - not the other way about.

At which point we should write something.

We are in the double glazing business. We manu-

facture tailor-made windows and doors; and we have been doing so for a couple of dozen years. Our installers are full-time employees, we don't use contractors.

We have only one problem, the competition from the multitude of sprung-up-overnight double glazing companies which come, and quickly go - leaving us to weather the wrath of consumers who have been ripped-off.

These cowboys are giving us a bad name, and we wish to combat same. We decide to do so via a series of press ads which, hopefully, will position us as a reliable, efficient company which has a good range of products. Thus, it will be not so much a selling campaign as a prestige campaign - though there is no good reason why we shouldn't try to do both.

Our USP, of course, is our trading experience. While the features are (a) wide choice of product, (b) durability of product, (c) trouble-free installation.

Maybe we can adopt a somewhat cheeky air with this one. We need a headline. How about:

**A WORD OF ADVICE TO
UP-AND-COMING DOUBLE GLAZING FIRMS,
FROM ONE OF THE OLDEST
IN THE BUSINESS.**

Now kick off the copy with a reinforcement of the headline.

After 25 years in the business, we think we're qualified to offer some advice.

You don't write because you want to say something; you write because you've got something to say. (F. Scott-Fitzgerald.)

Followed by product facts to back the claim:

For a start, you'll need a vast range of well engineered products. Products like windows, exterior doors and patio doors.

Products to suit every type of property. All of them tailor-made.

One or two just won't do. And bodging stock products is not the way to go.

And a couple of lines on installation.

Second, you should take care to employ only craftsmen fitters.

And never use contractors.

They have no loyalty to you. or to your customers.

Complete with a price/guarantee promise.

Third, set your prices competitively. Then offer a full, 10-year guarantee.

Along with the promise to be around to service it - if necessary.

Fourth, put your heart and soul into every project. Take pride in a job well done.

Followed by the pay-off and call to action.

If you can do all of this, then maybe you'll make it in the double glazing business.

We have.

As we shall be glad to demonstrate. To anyone. Any time.

I'll reiterate, it's the flow of the copy that interests us, rather than the gist of it. And perhaps it's a little long. In normal circumstances, I would write, perhaps, three ads, each featuring one or two of the major points. (I'll say more about that shortly. Please see 10 Things Everyone Should Know About Advertising - page 24)

* * *

you, never to use. Or, at least, to think twice about before using. I make this supplication on the grounds that some words have been so misused in advertising that they now no longer have any credibility.

The first of them is 'expertise'. Used, as it so often is, without qualification of any kind ('We have the expertise'), it has no more substance to it than a puff of wind. If a company is adept in a particular trade or profession, it must surely be better to detail the time spent learning it, or the awards, reputation and custom gained from practicing it, than to blandly suggest, with no attempt at vindication, that such and such has expertise. 'Skill', I like; 'ability', I like; and 'know-how', I like even better. But expertise is now meaningless.

While we're on the subject of words, I'd like to point you in the direction of one or two which, I beg

Another in the same category is 'quality'. Now quality is an excellent thing and probably the one

BRIEFING SHEET				
PRODUCT	USP / FEATURES	BENEFITS	MEDIA	MARKET

attribute that everyone offering a product or service would wish to claim for that product or service. This is praiseworthy; but quality is, without doubt, the most abused word in the whole of advertising.

You hear of 'top-quality ingredients' in food products. You are told of 'high-quality results' from laser printers and fax machines. You get 'quality time' when you commission a certain business consultancy (which seems to suggest that there might be some kind of strange converse called non-quality time). And you are even offered 'total quality management' when you employ an accountant, for which chimera several million bureaucrats have devoted much of their lives to defining.

Used in this awful way, generally rather than *specifically*, with no mention of why or how, the word quality rings as hollow as a bell with no clapper.

If you ever feel compelled to use it, and I don't advise it, then qualify it with facts. Be specific about the elements which determine said quality. Give reasons. Justify it.

Another say-nothing word is 'value' - as in value for money and value-added. The latter has taken on a life of its own; somewhat like Frankenstein's monster. And like Frankenstein's monster, it has the peasants gaping in awe. To prove the truth of what I say, analyse dispassionately (if you are able) the phrase Value Added Tax.

Which brings me to those overdone superlatives. Words like: Fabulous! Terrific! Incredible! Fantastic! have done more harm to advertising than all the

hyperbole and exaggeration with which the business has often, wrongly, been charged. The superlative is superfluous. Nobody believes it. So leave it out.

Finally, wherever possible, try not to inject a fancied urgency into your headlines and body copy by the inclusion of an imperative *Look!* or *Now!* In the right context they're fine; though if you start saying the equivalent of *Look...I have nothing much to say!* don't be surprised if you get nothing much in the way of a response.

I hold, and I will go blue in the face holding, that a calm statement is usually more convincing than a shout, and that a dig in the ribs is often more effective than a thump behind the ear.

KEEP IRRELEVANCE RELEVANT!

A certain tribe of Borneo headhunters believes that if they eat their adversaries, they will somehow inherit all the bravery of their fallen foe.

There is a similar, equally fallacious, belief resident in the minds of any number of advertisers. They figure that if they can somehow marry, however vaguely, their relatively unknown product to one which is universally acclaimed, theirs will take on the attributes of the latter. That it can't, and never will, doesn't stop thousands of advertisers annually from perpetuating the myth that it might.

Thus, manufacturers of phosphor bronze bearings illustrate their product alongside the world's greatest chronometer, and top it with a message along the lines of: 'Brigg's Bearings are made to the

same precise engineering tolerances as a Rolex watch'. While producers of lawnmowers suggest that their product has all the attributes of a Porsche; and purveyors of fitted kitchens declaim that their craftsmen, if they had been born a couple of hundred years earlier, would very likely have been working for Signor Antonio Stradivari.

Well, if you'll believe this, you'll believe anything.

There is, I always say, nothing quite so useless as an ad that sells nobody anything. Generally speaking, ads of the above kind sell nobody anything.

If you are in the fortunate position of having a product or service to sell, then sell it on its own merits - not on the merits of something completely unrelated to it. Like this, you will not only have more satisfaction, you will also be more widely believed.

One more point. If your product or service has so little going for it that you find it necessary to take the gilt of someone else's gingerbread, why on earth are you manufacturing it in the first place?

* * *

I give you as another example of irrelevance in today's advertising the interminable number of ads that talk about 'headaches'. Meaning: manufacturing headaches, cost headaches, delivery headaches and so forth.

The advertisers concerned, inevitably, then go on to claim that they have a cure for this painful industrial and commercial migraine. And so it fol-

lows that the illustrations to their ads are liable to be either a bottle of aspirin or a character clutching his throbbing temples and registering acute discomfort.

Now I have nothing against pictures of bottles of aspirin. I think they're fine - for advertising bottles of aspirin. But the average user of the advertising aspirin makes two basic mistakes.

First, he is giving no visual indication of what it is he is selling. Therefore, a reader who might be interested in his product could well pass his ad by, unaware that it is about something he wants.

Allow me to give you a parallel.

A menswear shop could attract a whole lot of attention by running a mass display in the window of Japanese fantailed goldfish; but the outfitter should be neither surprised nor distressed if he fails to get much trade from people passing who happen to be looking for somewhere to buy a shirt or a pair of slacks.

The second mistake is that ads of this kind usually make sweeping generalizations. The 'if you have a production problem, we can solve it' approach is too glib; and being too glib it is rarely convincing. For an advertiser to suggest, in this fashion, that he can solve every problem with a wave of his magic wand, calls for the sceptical reader to tell him exactly what he can do with his wand.

Anyway, I trust I haven't upset too much any advertising manager who has just approved an advertising campaign built around a bottle of aspirin. Let he or she take heart and carry on with it - provided

The only impeccable writers are those who never wrote.

William Hazlitt.

that the headline is a good one, and provided that it makes clear to the reader precisely what the ad is all about.

In any given ad, either the headline should bang-on about what is being offered, or the illustration should bang-on about it. Or, indeed, both.

Hence, if you make the most expensive reciprocating sprocket on the market, it is perfectly legitimate to show that sprocket with some such headline as 'SNOB!' But if you work it the other way around and illustrate something ineffably upper class, like a polo match or a brace of belted ears, then your

headline needs to say something pretty pertinent about reciprocating sprockets...or all is lost. And I wouldn't envy the writer his job.

Therefore, irrelevance in advertising should, if it is to succeed, be very relevant.

Which drags me back to the aspirin bottle.

A few years ago an ad appeared immediately after some national exhibition. Let's call it the Office Equipment Show. The object of the ad was to bring to the notice of those who hadn't attended a particular product which had been on show.

Anyway, the ad pictured sundry empty whisky

COPY SUMMARY

Sentence and paragraph construction in ad copy has rules all its own. I have my rules, others have theirs. Which is why, in any given advertising *milieu*, it is easy to identify the work of others. In the normal course of events, though, there is nothing hard and fast about it, and it's a case of doing what you feel comfortable doing - bearing in mind the following.

When writing copy, leave as much 'air' around benefit points, or feature points, as possible. In other words, don't run it en bloc, as non-copywriters normally do, with interminable sentence piled upon interminable sentence. Break it down into logical, manageable lumps. Also, in copy, a new paragraph need not denote a fresh line of thought, but can be

a reinforcement of the earlier line of argument in the previous para. So:

1. **Keep the language simple.**
2. **Aim for clarity of message.**
3. **Delete as many of your commas as readability will allow. Replace them with full-points.**
4. **This will serve to reduce every thought to its lowest common denominator and result in short, punchy, slick sentences.**
5. **Make new paragraphs, whenever you can, where you would normally have continued with a fresh sentence.**
6. **The result will be easy-to-digest paragraph elements.**

glasses, a revoltingly full ashtray...and an aspirin bottle.

The headline read:

**WELL, WHAT ELSE HAPPENED AT THE OFFICE
EQUIPMENT SHOW?**

And that's irrelevance beautifully carried out.

* * *

We talked earlier on about the ten-thousand items of information invading our senses every second. Apparently, the mind can handle only seven of these at any one time; which means that nine-thousand odd are filtered out and ignored. According to the results of experiments carried out at Harvard, we are capable of 'ignoring' the loudest of noises and the most awful of smells if our mind is concentrated elsewhere. This presumably suggests that we filter out the largest of ad headlines, too. (To say nothing of the smallest.)

Couple this with the findings of research in the United States which concludes that the attention span of the average American is now a modest 35 seconds, and we are left with the worrying conclusion that any advertising campaign which doesn't stand out like a large Scotch on a Temperance Hall tea trolley, and make its point in half a minute flat, is money straight down the drain.

Never mind, we may draw some consolation from this hectic, urgent, do-it-now world, where nobody seems to have the time to stand and stare. I often picture the early morning commuter belting along the motorway, cutting up other drivers, and impatiently rushing the lights. He gallops up the stairs to his office three at a time. To what purpose? To pour a cup of coffee, put his feet up, and spend an hour...with the newspaper.

The fact that many people should be shocked by what he writes practically imposes it as a duty upon the writer to go on shocking them. (Aldous Huxley.)

10 THINGS EVERYONE SHOULD KNOW ABOUT ADVERTISING

It is my lot to look at more advertising than most. Well, the more I look, the less convinced I am that the collective advertisers of this world know what they are doing.

A few, a happy few, swim bravely against the general tide and produce work which is not only bright, entertaining and informative, but which also shifts product. The remainder seem to be quietly drowning in their own magniloquence.

With this in mind, I've devised a 10-point critique that highlights (to me) the most obvious faults. Some have already been discussed, but I see no harm in repeating them.

1. Most advertisers put too much into their brochures and ads. They ignore the well-proven principle that it is better to say one thing clearly than a dozen things indistinctly.

2. Many advertisers spend too much on the production costs of their work and too little on the content. If you are going to lay out cash to print on paper, you might as well lay out a little more to ensure that what you print is worth reading. So, where you can afford it, commission the services of professional illustrators, photographers and writers, and do the job that much better.

3. Few organisations give their advertising managers the power of life and death over the advertising policy and/or the interpretation of that policy.

4. In a worthy attempt to be different, too many people go wild and go too far. Even more people, afraid of anything at all unconventional, would rather play desperately and dully safe than take a reasonable

chance on something that might pay off big. There is nothing quite so risky, in terms of the proper usage of money, as always playing safe.

5. One of the main reasons for the point above is that many organisations are far more free with blame for failure than they are generous with praise for success.

6. Too many campaigns are conceived with half an eye on the market and one-and-a-half eyes on the whims and prejudices of the Chairman.

7. There is a widely held misconception that the more money you throw at a project, the better will be the results. Poor advertisers look longingly at their richer competitors and cry foul, citing pecuniary disadvantage as a reason for failure. No amount of money can prevent a bad idea from falling flat on its face, or save a duff product from the scrap heap.

8. Too many campaigns are killed off before they reach their prime. As a generalization, if a campaign is any good, it will work for a lot longer than anyone connected with it supposes.

9. Far too much advertising hides its message in a tangle of copy and design frivolity. Any promotion that fails to tell its audience straight off what it is about is condemned to miscarry.

If two ingredients can be classified as a single most important aspect, then Clarity and Directness are it.

10. At least one critic of advertising uses too many words to teach his several grandmothers to suck eggs.

PART TWO

Opening Gambits

Selling Headlines

The Longer Good Buy.

(For an extra-long measuring tape, or French loaf, or....)

~

Expect A Little More
And Get It.

~

Why Your First xxxx Is
Unlikely To Be Your Last.

~

The New xxxx.
Give It The Once Over...Twice.

~

Some Like It Hotter.

(For a brand of curry, or electric blanket, or....)

~

For the Man Who Already Has
A CD Player

(For a CD cleaning kit)

For People With More Sense
Than Money.

~

There's No Present Like The Time.

(For a wristwatch or alarm clock)

~

There's No Present Like The Future.

(For a calendar, diary, or....)

~

Wire In To A Good Electrician.

~

Nail Down A Good Joiner.

~

Flush Out A Good Plumber.

~

Let's Torque Mechanics.

~

Dig Out A Good Gardener.

~

Switch On To A Better Electrical Engineer.

~

Less Package. More Holiday.

~

There's No Suspender Like No Suspender.

(Self-support stockings)

~

For The Man Who Has Everything!

(Domestic Security System)

~

Uniquely Practical.
Practically Unique.

~

This first all-leather suite is the
last you'll ever own.

(Highlighting the durability of leather furniture)

~

In A Blatant Attempt To Sell You A xxxxx,
We've Cut The Price By 20%

If You're Going To Throw Hard-Earned Money
Around On A New Washing Machine, Throw Less
Of It Around On A xxxx.

~

The Computer System For People Who
Can't Understand Computer Systems.

~

On The Grounds That You Aren't
Getting Any Younger, Book Your
Under 30s Holiday Now.

~

We Copy Other People's Ads.

(Photocopier)

~

User Friendly? This VCR Practically Takes
You In Its Arms And Snogs You!

~

How Much Would You Pay For Perfect
TV Reception: £50? £60? £70?

(A £40 patent aerial)

Don't Ask How Much.
Ask How Little.

(Any cut-price product)

~

A picnic without Xxxxxx
is like Laurel & Harvey.

(Lemonade, crisps, ice-cream)

A party without Xxxxxx is like Butch Cassidy
& The Railway Children.

A dinner without Xxxxxx
is like Cagney & Lucy.

An outing without Xxxxxx is like the Lion, the Witch
& the Welsh Dresser.

~

FRESH?
IT'S BAKED THE DAY YOU BUY IT.

(Bread or any freshly-made product)

FRESH AS THE DAY IT WAS BAKED.
BAKED DAILY.

SCRUMPTIOUS...
WHICHEVER WAY YOU SLICE IT.

CRUMBS...IT WAS A XXXXX'S SANDWICH

~

Own Brand Wines
From £2.49.
Makes The Rest Taste Like
 $2\frac{1}{2}$ d.

~

You're Looking At Someone Who
Deserves A Treat.

(Sign over mirror hung above display of sweets.)

~

We Ask You To Bring An Open Mind,
Not An Open Purse.

~

So Fresh, So Tasty,
So Try Some.

The £45 Tyre.
If it only saves your life once,
it's a bargain.

~

For Whom The Till Rings.

(Trade Ad)

~

More car for your money.
More money for your car.

(Used vehicles)

~

The Present With A Future.

(Jewellery)

(Car Dealership - Used Cars)

Low mileage, high value.
Statistically the best deals in town.

~

Xxxxx's pre-owned cars.
For people with more sense than money.

~

Crash repair.
We wouldn't do it if we weren't good at it.

~

No expense has been spared to bring you the
best that money can buy...
Fortunately, you can't tell this from the price.

~

Xxxxxx's Motors.
Your used car main dealer!

(Dairy Products)

Made in France 825 BC

(Pic: Cave Painting)

Made in Germany 1215 BC

(Pic: Illuminated Manuscript)

Made in Swindon 5.00 AM

(Pic: Milk, Cream, Etc)

(Garden Centre)

Forest Lawns Garden Centre
A World of a Blooming Difference.

~

Pots of Plants.
Bags of Peat.
Packets of Seeds.
Miles of Twine.
Loads of Fertilizer.
Tons of Tools.
And
Cans of Water.

(Garden Centre Contd)

What you see...

BEDDING PLANTS, SHRUBS, TREES,
SPADES, FORKS, RAKES, HOES,
PEAT, PLANT FOOD, BARK MULCH,
POTS, WATERING CANS, SPRAYERS,
WEEDICIDES, TWINE, STAKES, LABELS,
FENCING, SHEARS, MOWERS,
GROWBAGS, SEEDS, HOUSE PLANTS,
GREENHOUSES, BULBS, PROPAGATORS....

Is what you get.

~

Our Spring Bedding Plants
Are Now Up and About.

(Up 6 inches and about 20p each)

~

Something for the weekend, Sir?
(Pic: Range of new lawnmowers)

~

Easy-to-grow dwarf fruit trees.
We've done all the grafting for you.

(Insurance/Pensions)

Some paper isn't worth the money
that's printed on it!

***Golden Eagle
Retirement Plan.***

~

DO YOU REALLY WANT ACCIDENT
INSURANCE?

THE ONLY WAY TO BE SURE IS TO
NEED IT AND NOT HAVE IT.

~

A Life Insurance Policy is just about
the last thing you want.

(And the first your family will need.)

(Insurance/Pensions Contd.)

Before You Get One Of These...

(Pic: A fan of three Life Policies.)

Get One Of These.

(Pic: Broker in office.)

~

**This Man Has 157 Different Pensions Plans,
84 Life Policies and 28 Accident Plans...**

(Pic: Broker behind desk.)

But He'll Only Give You One.

~

**He Thinks The Customer Is
Sometimes Wrong.**

(Pic: Broker)

(The body copy stresses the importance of getting advice before buying.)

~

Famous Last Words - 1.

I'm Too Young To Worry About A Pension.

(Cartoon: Time-lapse illustration of man aging from 24 to 60.)

(Insurance/Pensions Contd.)

Famous Last Words - 2.

I Know A Good Investment When I See One.

(Cartoon: man reading investment brochure titled: The South Sea Bubble.)

~

Famous Last Words - 3.

I'm Too Careful To Bother With Accident Insurance.

(Cartoon: Man walking under high window from which a piano is falling.)

~

Wally Doesn't Need Life Insurance.

Wally Thinks He's Going To Live Forever.

Don't Be A Wally.

Have A Word With An Insurance Broker.

~

Wally Says Pension Schemes Are A Waste Of Money.

Wally Says His Life's Work Is Exactly That.

Don't Be a Wally.

Have A Word With An Insurance Broker.

(Insurance/Pensions Contd.)

Wally Wouldn't Give You A Thank You
For An Accident Policy.

Wally Reckons He's Got Nine Lives.

Don't Be A Wally.

Have A Word With An Insurance Broker.

~

Show Us Someone Who Doesn't Need
Life Insurance And We'll Show You Someone
Who Has A Picture In The Attic.

(With Apologies To Oscar Wilde.)

~

They Don't Cash Memories At The Checkout.

(Pic: Wife & kids in supermarket)

~

Good Times Are Non-negotiable.

(Pic: Wife & kids in bank.)

~

Loving Husband, Wonderful Dad...Lousy Organizer.

(Pic: 3 x photographs of family on holiday.)

(General)

IF IT DON'T QUACK,
IT AIN'T A DUCK...

AND IF IT DOESN'T DO
EVERYTHING WE CLAIM,
YOU GET YOUR MONEY
BACK.

~

YOU CAN JUDGE THE WORTH
OF A BUSINESS BY HOW IT
TREATS THOSE WHO CAN DO
NOTHING FOR IT!

~

WE SAY THAT LIP-SERVICE SHOULD
BE LEFT TO MAKEUP ARTISTS.
WITH US, WHAT WE SAY IS WHAT
YOU GET.

('John Smith' - Interior Design/Graphic Art/Landscape Gardener.)

'Art never expresses anything but itself.'
(Oscar Wilde)

(Pic: Product pack-shot or illustration of room/garden)

'If you believe that, you'll believe anything.'
(John Smith)

('Ripples Ltd' - Fitted Bathrooms)

Nine out of ten plastic ducks
prefer Ripples.

~

For the luxury of instant power-showers.
Just add water.

~

With a Ripples luxury bathroom,
you just lie back and enjoy it.

(TV Stereo Surround Sound)

Damson TV Surround Sound:

Now you can tell your arias from your rallentandos.
(The picture's pretty impressive, too.)

~

The Only Thing A Damson TV Surround Sound
Won't Improve Is The Programmes.

~

Damson TV Surround Sound:

The only similarity between this and other
television sets is that you see pictures.

~

Damson TV Surround Sound:

Now you can believe everything you hear.

~

Damson TV Surround Sound:

Makes the rest sound like two tin cans
on a length of string.

(TV Stereo Surround Sound Contd)

Damson TV Surround Sound:
Hearing is believing.

~

Damson.
Sounds like the best stereo TV you can buy.

(Solicitor)

TAKE ADVICE.
IT'S HALF THE BATTLE.

~

HAVE A WORD WITH YOUR
LEARNED FRIENDS.

~

ASK SOMEONE WHO KNOWS THE ROPES.

(General)

IF WE DON'T STOCK IT,
YOU DON'T NEED IT.

~

If you want to cut the cost of xxx.
Cut the coupon.

~

It Costs Nothing To Find Out
More About Xxxxxx.
It Could Cost Thousands Not To.

~

YOU'RE NOT JUST BUYING
A REPUTATION,
YOU'RE BUYING WHAT MAKES
THAT REPUTATION.

~

Being No. 1 isn't easy.
We just make it look that way.

(Personal Loans)

CAPITAL GAINS

(Pic: Couple with new
Home Extension)

(Pic: Man with
new Boat)

(Pic: Woman with new Car)

(Pic: Couple on
Cruise Ship)

Made possible with a Personal Loan from Xxxx

~

We Take The Waiting Out Of Wanting.
(With pics similar to above)

~

Personal Loans for People Going Places.
(Loans for Holidays)

(Personal Loans Contd)

**MADE POSSIBLE WITH A
PERSONAL LOAN FROM XXXX.**

**(Pic: Youngster receiving
new violin from parents.)**

AND NO STRINGS.

~

**MADE POSSIBLE WITH A
PERSONAL LOAN FROM XXXX.**

(Pic: Sophisticated Wedding Reception.)

WHY NOT GIVE US A RING?

~

**MADE POSSIBLE WITH A
PERSONAL LOAN FROM XXXX.**

(Pic: University Student receiving degree.)

AND YOU GET THE CREDIT.

(Personal Loans Contd.)

**NOW YOU CAN HAVE A LITTLE BIT
ON THE SIDE...**

(Pic: Couple standing proudly beside their new Conservatory.)

WITH A PERSONAL LOAN FROM XXX.

(High-performance Car)

**We thought you'd like to see what a Lynx Turbo II
looks like from the front.**

(Pic: Head-on shot)

~

**The Lynx Turbo II.
Relieves Executive Stress.**

~

**Too Much of a Good Thing
Is...Wonderful.**

(High-performance Car Contd.)

**Safeguard Your Equity
by Investing in a Lynx Turbo II.**

Copy slant:

When you pay upwards of £20,000 for an executive saloon,
you lose around half that investment within hours of driving out of the showroom.

That's depreciation for you.

Which is why it pays to put your money into a quality car. A quality car
like the Lynx Turbo II. Because depreciation doesn't strike nearly so hard....

~

**Invest in a Lynx Turbo II.
It's the businesslike thing to do.**

(A long-established Heating Engineer)

**BEFORE YOU CHOOSE YOUR HEATING SYSTEM,
CHOOSE YOUR DEALER.**

(AND IF HE'S BEEN IN BUSINESS FOR LESS THAN 50 YEARS, CHOOSE AGAIN!)

~

**THE NEXT TIME YOU HAVE TROUBLE
VIBRATING YOUR MOLECULES,
HAVE A WORD WITH AN EXPERT.**

(Heating Engineer Contd.)

**WHEN YOU'RE THINKING ABOUT A
HEATING SYSTEM, THE LAST THING YOU NEED
IS A SALESMAN.**

(SO THAT'S THE LAST THING YOU'LL GET.)

~

**WHAT DOES THIS MAN HAVE IN COMMON
WITH ROBERT BOYLE AND DANIEL FAHRENHEIT?
(WHO CARES SO LONG AS YOU'VE GOT A WARM HOME.)**

(Pic: Heating Engineer with Tools & Equipment.)

~

**BIG JIM WOULD LIKE TO TALK ABOUT
SMALL BILLS.**

(Pic: Heating Engineer 'Big Jim'.)

~

(And one for Bottled Gas):

**THE GAS TO HAVE WHEN YOU CAN'T
HAVE GAS.**

(Construction)

A Luxury Home At Cherry Orchard Means
No Expense Has Been Spared.

Fortunately, You Can't Tell This From The Price.

~

To Find A New Home Of This Quality
For £120,000 Would be Remarkable.

To Find Three Is A Miracle.

~

A Magnificent 4-bedroom Home
In Half An Acre
With 2 Bathrooms & 3 Reception Rooms
Only 4 Miles From Colchester
For Only £180,000.

Statistically It's The Best Buy This Year.

~

What You'll Like About Our Cherry Orchard
Development Are The Homes
We Didn't Build.

(Construction Contd.)

COMPLETE WITH EVERY
NEW HOME
AT CHERRY ORCHARD.
A BUYER FOR YOUR PRESENT HOME.

~

All Right, You're Not Interested In
A Mortgage Subsidy,
A Part-Exchange Scheme
Or Shared Equity.

Then Why Not Buy A Luxury Home
At Cherry Orchard
Just Because You Love it?

~

A Luxury Home At Cherry Orchard
Means The Gravy Train Is Leaving.
Be On It.

(Conservatories)

Multiplex Self-Assembly Conservatories.

We do more work in the factory,
to give you less work on the site.

~

Multiplex Self-Assembly Conservatories.

Because not everyone is a structural
engineer.

~

Multiplex Self-Assembly Conservatories.
For people who never read the instructions.

(Fitted bedrooms)

Delamere.

The Finest Fitted Bedrooms

For Love...Or Money.

(UV Counterfeit Cash Detector)

**MOST PEOPLE THINK COUNTERFEIT CURRENCY
IS LIKE PASS-THE-PARCEL...
UNTIL THE MUSIC STOPS.**

~

**THE NEXT TIME YOU GET A
SEXTON BLAKE,
YOU WON'T HAVE TO BE
SHERLOCK HOLMES.**

(Women's Fashion)

**Stunning Evening Wear...
For Making Entrances And Turning Heads.**

~

**The Happiest Day Of Your Life...
And A Dress To Cherish Forever.**

Jewellery

**BUY SOMEONE A PRESENT
WITH A FUTURE.**

(Office Equipment)

You can own a Damson Fax from as
little as £1.50 a day.

Are you getting the message?

~

An office equipment service that really
gets your back up.

(Meaning service back-up 24-hours a day.)

~

How To Blow Up Tower Bridge
And Cut The Chairman Down To Size.

(Pic : Photocopier producing enlargements and reductions.)

~

Shelbourne Maintenance Contracts.
Don't call us, we'll call you.

(The company schedules regular maintenance checks.)

(Recruitment)

If You Want To Be The Best In The Business,
Here's The Best Business To Be In.

~

Selling For Multiplex Is An Average Sort
Of Job.

Last Year The Average Was £40,000.

~

Behind Every Great Sales Team There's
A Great Sales Organisation.

You Can Join It Now.

~

Superb Product. In-Depth Training.
Full Promotional Back-Up.

The Rest, As They Say, Is Up To You.

~

This Is Your Big Opportunity.
Don't Knock It.

(Gullivers Travel Agency)

GULLIVERS TRAVEL INC.
DROP IN AND SEE OUR FULL
BAG OF TREKS.

~

WHY PAY THE EARTH
WHEN ALL YOU WANT IS PORTUGAL.

~

GULLIVERS TRAVEL INC
FOR PEOPLE GOING PLACES.

~

EVERY HOLIDAY UNDER THE SUN
AT PRICES TO PUT YOU OVER THE MOON.

~

IF YOU CAN'T FIND THE HOLIDAY YOU WANT
AT GULLIVERS,
YOU CAN'T FIND THE HOLIDAY YOU WANT.

(Waste Disposal)

**Dirty Den's Waste Disposal.
We Don't Say It Works Miracles,
We Just Say It Works.**

(Copy major's on using environmentally safe, licenced tips.)

~

**The Best Waste Disposal Service
In Town...
Or Your Rubbish Back!**

~

**Don't Kick It Around Until
You Lose It...Skip It.**

(Batteries & Brakes)

**WHEN YOU CAN'T FIRE THE ENGINE,
BULLET THE BATTERY!**

~

**OUR BRAKES PULL YOU UP SHORT.
OUR PRICES DON'T.**

The Declaration

Many people find it a chore to devise appropriate openings for their ad copy, brochures, mail-shots, reports and letters. Here's a selection of declarations that should help you open with an attention getting bang. Choose the right one for the audience and you're off and running.

At long last, . . .

And now for something completely different.

Let's face it, . . .

Let's be really honest about it, . . .

Here's the answer to. . .

Now, for just £x, you can. . .

Right now, you can own a ~~~ for only £x.

Imagine being the proud owner of a ~~~ for a modest £x.

For less than £x, you can now. . .

In less than . . . days from now, you could. . .

Here's the answer to. . .

We've got the solution to. . .

We'll do everything possible to. . .

It's no big secret that. . .

You've probably already decided that. . .

You've almost certainly noticed that. . .

Forget everything you've ever heard about. . .

The ~~~ has manufacturing quality written all over it.

It's never too late to. . .

It's never too soon to. . .

It has never been cheaper to. . .

It's a sad truth that. . .
It's a fact of life that. . .
It's not every day of the week that. . .
Now (today) more than ever. . .
In this tough, hard-selling world. . .
In this cold economic climate. . .
In this time of cut-backs and freezes. . .
In today's competitive marketplace. . .
We live in an increasingly (hazardous/busy/uncaring) world.
Just wait until. . .
Just a word to tell you about. . .
A word to the wise.
You're probably the kind of person who. . .
A ~~~ often means the difference between. . .
Don't allow a . . . to stop you getting ahead.
If you're like most people, you probably. . .
This is your lucky day, because. . .
You're in for a very pleasant surprise, because. . .
Take just x minutes to read this and. . .
Believe it or not. . .
Take some time to think about. . .
We think you'll like what's coming, because. . .
Today, we're going to change your mind about. . .
At last, the real truth about. . .
Your brand new career in ~~~ is just a phone call away.
Your new ~~~ is ready and waiting.
Anyone who knows us will tell you. . .
You only have to ask our customers and they will tell you. . .

As any of our customers will tell you. . .
Every so often, you discover a ~~~ that. . .
If you'd like to own a ~~~ all you have to do. . .
It probably goes without saying that everyone wants to own a ~~~.
If you'd like to become part of today's. . .
There's no better way to get yourself a ~~~ than by. . .
In the few seconds it took to read this far. . .
It isn't sufficient to be. . .
A decision on ~~~ now might mean the difference between. . .
If you think that all ~~~s are the same, think again.
Here's everything you ever wanted to know about. . .
If it strikes you as odd that. . .
It's a matter of fact that. . .
It's on the record that. . .
It's probably true to say that. . .
Experience has taught us that. . .
Experience shows that one good ~~~ usually leads to another.
We can honestly say that. . .
Not to put too fine a point on it, the ~~~ is a winner.
Leave us not beat around the bush.
Meet the new. . .
Introducing the latest ~~~ in a long line of success stories.
When you employ a company to . . ., never take second best.
We honestly believe that our ~~~ is. . .
When they need help, most people turn to. . .
The ~~~ is what you might call the definitive. . .
The ~~~ is one of the (smallest/largest/lightest) ~~~s on the market.
The ~~~ is just about the best that money can buy, because. . .

The ~~~ is our way of giving you a top rate product at a modest cost.

And now, the very real answer to all your ~~~ problems.

You may already have won!

Would you stake your reputation on a supplier who doesn't have one? Of course not!

The Challenge

Sometimes you need to rouse your audience into taking notice. This can often be achieved by issuing a challenge, followed by your reasons for making that challenge.

Do something different. Get yourself a ~~~.

Do it now - why don't you?

Be a real winner. Choose a ~~~.

Make a name for yourself. Own a ~~~.

Take a step forward now.

Make that giant leap into . . .

Yes - you really can be your own (boss/computer expert).

Come on, you can do it. You can if you . . .

Discover the (thrill/pleasure/joy) of . . .

Explore the possibilities of a ~~~ before it's too late.

Don't leave your (future/life) in someone else's hands.

Say 'yes' to a ~~~.

You really can own a ~~~. All you have to do is . . .

Now experience the . . .

Find out about a ~~~, before it's too late.

Will you turn your back on the opportunity to . . .?

Will you walk away from the chance to . . .?

Here's what everyone is raving about. It's the latest . . .

If you're seriously interested in . . .

Join the growing band of people who . . .

Sample the delights of . . .

Cross the threshold to . . .

If you think you're good enough to . . .

Can you find the time to . . .?

You really ought to know . . .

Let your imagination soar.

This is a challenge to everyone who thinks that . . .

Don't be the sort of person who . . .

Make a decision on ~~~ right now.

If you can hack it, . . .

Take a little trouble now, save a lot of worry later.

Buy a packet now, save a packet later.

You can't afford not to own.

Here's an offer nobody can refuse.

The Question

Questions make good openers, on the grounds that they allow you to answer them, very quickly, with your sales points. They make excellent closers, too.

Why not take a second and closer look at . . .?

Will you make the right choice?

Have you ever thought about?

Have you ever wished you could . . .?

How ready are you for a brand-new experience?

Did you know that . . .?

Haven't you ever wondered why . . .?

A question. How much is your company spending on . . .?

Just how little does it take to . . .?

Are you still . . .?

Isn't it about time you . . .?

Aren't you just a little curious about . . .?

Hands up all those who think . . .? (Close: 'You can put your hands down now!')

Are you interested in . . .?

Like to know more about . . .?

Fancy something completely different?

Would you go along with the idea that. . .?

Wouldn't you care to know more about . . .?

Want to keep in touch with . . .?

Want to stay abreast of . . .?

Tired of empty promises about . . .?

Fed up with the same old . . .?

Why pay over the odds for a ~~~ when you can get . . . ?
Why saddle yourself with a . . . when there's a . . . ?
Why sacrifice . . . for . . . ?
Can anyone put a price on a ~~~ like this?
What's the most effective way to . . . ?
What's the most profitable way to . . . ?
Like to hear about . . . ?
Like to know about the most cost-effective deal in town?
Will you be ready for the . . . ?
Who could say no to . . . ?
Have you ever asked yourself . . . ?
How many times have you thought about . . . ?
What's the safest investment you could make?
Can you think of a better offer than . . . ?
Have you ever dreamed of owning a . . . ?
Want the ~~~ of your dreams, at a price that won't keep you awake nights?
Where's the best place to pick up a . . . ?
How can you refuse a new ~~~ for £x less than new-~~~ price?
Are you getting as much ~~~ as you deserve?
Are you receiving us loud and clear?

The Identifier/Salutations

Where possible, always try to personalise your letters and mail-shots. But where identification is impossible, use one of the following to establish exactly who you are talking to.

Dear Customer,

Dear Friend,

Dear Colleague,

Dear Clubmate,

Dear Member,

Dear Valued Customer,

Dear Preferred Customer,

Dear Reader,

Dear Shareholder,

Dear Retailer,

Dear Subscriber,

Dear Classmate,

You have been chosen . . .

Hi, Folks!

Welcome to . . .

You are cordially invited to . . .

Are you ready for the experience of a lifetime?

Sorry - we don't know your name, but . . .

Try this for size,

Come and get a piece of the action.

Dear ~~~-buyer,

Dear ~~~-user,

Dear ~~~-goer,

Dear Delegate,

Dear Associate

Dear ~~~ Enthusiast,

Dear Fellow ~~~-maker,

PART THREE FREE

Strategies

Image Builders

It is often of very real benefit to establish your 'goodwill', or your company philosophy, with an audience. Here's how to do that.

Let's show you what we can do, and how well we can do it.

Our philosophy is: customer first, profit later.

Where second best just isn't good enough.

Uniquely practical, practically unique.

We leave no stone unturned.

Who you buy from is as important as what you buy.

For immediate action, all you have to do is ask.

It's our attention to detail that makes the difference.

What you won't get are excuses.

Make a note of the name. You'll hear it again - often.

We leave nothing to chance; and no room for error.

We never forget that you are our bread and butter.

Our livelihood depends on keeping you happy.

A happy customer is a regular customer.

Drop in and we'll prove we're as good as we say we are.

If we promise delivery today, that's when you'll take delivery.

Britain's leading . . .

Britain's favourite . . .

Here's our price/delivery/service promise . . .

Service is our middle name.

There's no substitute for . . .

Accept no imitations.

The price busters.
It takes talent - and we've got it.
Taste the difference.
Experience speaks for itself.
You're buying a reputation.
You're buying what makes our reputation.
The ~~~ that works as hard as you do.
Seeing is believing.
They don't call us the . . . for no reason.
Always turn to an expert.
We promise to give you the finest ~~~ that money can buy.
The leader in ~~~ for more than . . . years.
We offer the added advantage of . . .
The keynote is quality.
We meet every challenge in . . .
Here's a list of the people we work for.
You'll be impressed by our client-list.
We're noted for the companies we keep.
Service. It's the not-so-secret secret of our success.
We give you nothing but the best.
Nothing but the best is good enough for you.
We go out of our way to give you the kind of service you deserve.
~~~ where you want it, when you want it.  
Who says you can't win 'em all?  
X reasons why you should take a second and closer look at . . .  
A tailor-made service - and no flannel!  
It's not a lot to pay for what you get.

---

## *Link Lines*

---

Link-lines are used after an unqualified statement, but allow you a simple lead-in to qualify that statement with facts - thus obviating turgid and space-consuming explanation. For instance: 'We give you the fastest service in town. *How come?* We deliver within two hours of your order.'

In addition, many of the following can be used as substitutes for the words 'therefore', 'however', 'and' and 'but'.

That's just part of the story.

Sounds incredible?

Sounds fantastic?

What's more, . . .

These are just a few of the many . . .

To put it another way, . . .

In short, . . .

Briefly, this means . . .

Most importantly, . . .

So, remember, . . .

Which is where ~~~ comes in.

If that isn't enough, . . .

That's not all, . . .

And that's only the start, because . . .

There's more yet.

Or, if you prefer, . . .

Look at it this way:

Let's look at the record.

What does this mean to you?

We've saved the best news until last.

And we don't stop there.

So, for the first time, . . .

The result?

How come?

Who says?

The way we see it, . . .

One thing's for sure, . . .

So there you have it:

Best of all, . . .

Here's why:

Here's how:

For the answer, just get in touch.

Just think of it, . . .

Think what this means.

No question about it, . . .

To show you what we mean, . . .

No wonder . . .

Which is why . . .

Fair enough?  
Reasonable?  
We think you'll agree that . . .  
Always remember, . . .  
Now there's an even better way.  
You'll probably be delighted to learn that . . .  
Now for the real surprise - the price.  
All this and . . ., too.  
Fortunately, . . .  
Oh, really?  
Fuel consumption? Just x miles for every gallon.  
Price?  
The cost?  
How much?  
How little does all this cost?  
See the point?  
Hence, . . .  
Is that as clear as it should be?  
Intrigued?  
Happy? You should be, because . . .  
At long last!  
No problem!  
Here's what you get:  
It's true!  
Even so, . . .  
Arguably, then, . . .  
After all, . . .  
Taking it all round, . . .

All the same, . . .  
None the less, . . .  
Nevertheless, . . .  
Yet, . . .  
Seeing that . . .  
Whereas . . .

Let's get down to cases.  
Let's explain.  
Let's put you in the picture.  
Let's clear the decks.  
Here's what happens:  
Here's the way it is:

---

# *Guarantees*

---

When you're making a hard-and-fast offer at a stated price, it is always a good idea to reinforce the offer with some kind of fair-deal pledge. The following are guarantee statements for just about every circumstance.

Your money back if you don't like what you see...hours of pleasure if you do.

The best deal in town or your money back.

Fully guaranteed.

Satisfaction guaranteed.

Complete satisfaction.

...or your money back - no quibble, no arguments.

...or we refund every penny by return post.

No hassle guarantee.

Ironclad guarantee.

Copper-bottomed guarantee.

We back it with a . . . guarantee.

Unconditionally guaranteed.

Unconditional money-back guarantee.

Your ~~~ is backed by a full 12-month warranty.

I personally guarantee it.

I'll see to it that your money is returned promptly, in full.

We stand over our ~~~ with a money-back guarantee.

Lifetime warranty.

You must be completely satisfied, or you pay nothing.

If the ~~~ isn't everything we say it is, simply return it to us within  
x days for a full refund.

If you are not completely satisfied, just return it within x days and you will owe nothing.

Full cash refund if not delighted.

And to prove we are as good as we say we are, if the ~~~ doesn't help you . . . , we'll return your money. No argument.

We're so confident that you will like the ~~~, we're willing to back it with a . . . guarantee.

If you decide to return the ~~~, you will be entitled to a complete refund.

Every item in this catalogue is covered by our full, money-back guarantee.

All the goods in this showroom carry a 12-month guarantee.

Materials and workmanship are covered by our no-quibble, one-year guarantee.

I understand that unless I am completely satisfied, I can return the ~~~ within seven days for a full refund.

We operate a 12-month guarantee against faulty materials and workmanship.

Your ~~~ is guaranteed under our 12-month, no-risk programme.

We pledge a full, 90-day money-safe guarantee.

It's the (company) promise. Complete satisfaction or your cash refunded.

If you buy from this store and, within the next . . . days find an identical product elsewhere, at a lower price than you paid, we promise to pay you the difference.

---

# *Sale & Cut-Price Offers*

---

Here are a few thought-provokers for promoting a sale or making a bargain offer.

Bargains galore - bargains by the score!

Amazing savings.

Substantial savings.

Super-savers!

Massive discounts.

Price-break!

Pound-stretchers.

Prices halved at a stroke!

Save up to . . .%

Spectacular reductions.

New low price!

Lowest prices for x years.

It's a steal at this price!

Everything must go!

Final clearance!

Clothing down sale!

Spring savers!

Summer spectacular!

Summer showcase!

The not-the-January-sale Sale (For a sale held at midsummer.)

Winter wonders.

For a limited period only.

Lowest prices allowed by law!



We will not be undersold!  
Our prices cannot be beaten!  
Savings that are well-worth saving!  
We've put the price clock back x years!  
We challenge you to find lower prices anywhere!  
The price is right.  
Special purchase.  
Shop and compare!  
We'll beat any price!  
Don't pay more!  
Not so much a sale, more a way of emptying our shelves.  
Who says you can't get something for nothing?  
Prices frozen until . . .  
We give you more change.  
This week, you'll need a bigger shopping basket!  
~~~ doubles the worth of the pound in your pocket!  
Half the price - twice the saving!
Save more than you ever dreamed possible.
~~~ - where you keep more in your pocket.  
Twice the quantity, half the price!  
A lot more for a lot less.  
Price fighters!  
Double your buying power!  
No frills, no free gifts - just honest to goodness value for money.

---

# *Defending Price*

---

When your pricing is noticeably higher than the competition, you'll need some gentle mollifiers to combat the objections that are bound to arise in the mind of the reader.

The ~~~ may cost you a little more than most, but then it offers more than most.

The ~~~ may cost more, but it's worth more. And we can prove it.

Our rates may be a little higher than some, but in the long run we save you money.

Cut corners now - and you'll regret it.

Intelligently priced at £x.

For people with expensive tastes.

Buy it, because you're worth it.

Isn't a little extra cost now, worth a lot more expense later?

Isn't it better to spend a little now and save a lot more later?

To spread the cost, you will be invoiced for monthly payments of £ . . .

Your credit is good with us.

Take 12 months to pay.

Allow yourself a little luxury.

Go on, spoil yourself.

Here's a luxury that's within reach.

Flagrantly expensive.

. . . so why not be a little flagrant now and then?

You probably thought you couldn't afford a ~~~

It's not as expensive as you think.

Value for value, it's worth every penny.

You're paying for quality.

It's an old-fashioned thing called self-indulgence.

If you don't aspire to a ~~~, you probably aren't on nodding terms with Tiffany's doorman, either!

For the man (woman) who has almost everything.

Don't you deserve the best that money can buy?

For the woman (man) who can afford not to worry about the price.

If the price bothers you, you can't afford it.

Only for the very, very rich.

A frivolous buy for the seriously rich.

---

# *Freebies & Giveaways*

---

Consumers are now very wary of free offers and giveaways. Even so, if you can pitch your story at a believable level, the acceptance rate can be extremely high.

Take your pick of these fabulous free gifts!

Yours free!

Absolutely free - no strings!

Early bird bonus.

Win a brand-new ~~~!

Dozens of prizes must be won!

Valuable free gift enclosed!

Keep it, use it, enjoy it!

It's yours to keep in any case.

Enter now - and win!

Take it - it's yours!

It's our way of saying 'thank you'.

At no cost to you.

It's yours free, just for saying 'yes' to ~~~

It's included at no extra cost.

This valuable free gift could be yours when . . .

Claim your free ~~~

It's yours, with our compliments.

To demonstrate our good faith, you will also receive a ~~~ at no extra cost.

Special get-acquainted free offer!

Claim your free gift now, while we're in a good mood.

This free gift is yours for the asking. So ask!

---

## *Free Trial Offers - No Obligation*

---

Again, you're in a tricky area. Even so, a free trial is also a type of guarantee of the worth of your products or services. Which means that they do more good than harm.

Give it a whirl - that's all we ask.

All we ask is a fair trial.

Use it for a week in your own home.

Send no money now!

Yours to use for 14 days - no strings.

No risk now - no risk later.

All we ask is that you give us a try.

We'll buy it back, no questions asked.

You may cancel at any time, simply by notifying us.

No purchase necessary!

If you decide not to buy the ~~~, pay nothing and keep the ~~~ with our compliments.

No salesmen will call.

No obligation, no callers, no risk.

Say 'yes' now and make up your mind later.

Try us for just six months.

What have you got to lose?

You've got nothing to lose and a ~~~ to gain.

We'll send you a ~~~ to examine free - no charge.

No obligation, no commitment.

Try us on for size.

There's no obligation to buy anything - ever!

You be the judge.

---

# *Blandishments*

---

Status means a lot to some people - especially those who are self-made and have earned their positions rather than inherited them. In which case, a little flattery could work wonders.

For life's winners.

For people going places.

The ~~~ is a tribute to your good taste.

Your discerning taste in ~~~

Something special for life's achievers.

The ~~~ demonstrates the kind of good taste enjoyed by people like you.

We extend this invitation to only a chosen few.

For those who expect (demand) nothing but the best.

For those who can recognise something very special.

You have been highly recommended to us.

You're the toughest critic we know.

We know you're very selective about things like ~~~

Specially designed for thoughtful, intelligent people.

We know you're going places.

For those who know what they want from life.

You want a ~~~ and you want it now.

For people who won't settle for second best.

For people at the top.

You are among the first to receive this special offer.

For people with the highest possible standards.

For those discerning few.

For those who know a good thing when they see it.

For those who march to the sound of a different drum.

# FOURTH PART

## ***Closing Gambits***

---

# *Knocking Copy*

---

In order to strengthen your own claims, it is sometimes necessary to tilt at the opposition's products. Always remembering, of course, that if you mention them by name, or even if you don't, you should be very sure of your ground.

We give you more than most. That's because we're better than most.

X% more than our nearest rival.

Nobody can match our service (prices). And we mean nobody!

Look at (Joe Blogg's) prices (service), then look at ours. No contest!

Don't fall for the inflated claims made by our rivals. They just don't hold water.

Often imitated, but rarely equalled.

There may be other ~~~ at this price, but not with this standard of engineering.

If you deal with cowboys, don't be surprised if you get bushwhacked!

Don't be deceived by (inflated claims)

Don't be taken in by . . .

Don't be seduced by . . .

No other ~~~ comes even close to . . .

Our ideas have been copied - mostly crudely.

Our ideas have spurred a host of imitators.

. . .but then, imitation is the finest form of flattery.

Why waste your hard-earned cash on second best?

Why settle for second-rate?

Cheap ~~~s are liable to be expensive.

The cheapest is rarely the best.

What do you want - first-class or bottom of the barrel?

It's not always the lowest price that gets you the best deal.



---

# *Hidden Persuaders*

---

Sometimes it is prudent to drop a line or two into the copy with the express purpose of making the reader take your proposition seriously. The hidden persuader is somewhat more gentle than the 'clincher'.

A word to the wise . . .

Don't say no until you've seen all the benefits.

Does all this sound too good to be true?

We promise, you won't be disappointed.

This is the opportunity you've been waiting for.

We think you'll agree that . . .

In short, you really have nothing to lose.

Naturally, you'll want to add it to your personal collection.

You can see for yourself that...

Remember, we can't hold these prices for ever.

Remember, time is running out.

Our supplies are very limited. In which case, ...

Do yourself a favour and . . .

. . . take advantage of this very special offer.

. . . make a clever decision.

You'll be glad you did.

Think of what you have to look forward to.

You'll wonder how you ever managed without it.

You'll receive all these benefits.

Just think of the benefits you'll receive.

Honestly, you just can't lose. Well -can you?

Work it out - what do you have to lose?

Can you think of a reason not to own the ~~~?

You owe it to yourself.

. . . and your family.

Frankly, we can't think of a single reason why you'd pass up an offer like this.

Will you seriously give this offer the go-by?

Try to imagine the alternative.

In the final analysis, all that matters is that you get what you want.

If you'd like to know more, or see more, please get in touch.

Our brochure will show you what we do, and how well we do it.

And that's a promise.

Of course, we're ready to prove everything we claim.

And it's good to know that you are covered by our . . .

Take as many as you wish - or even none at all.

The decision is yours.

Seeing is believing.

All this can be yours.

You'll wonder why you waited so long.

When every penny counts, it's good to know that . . .

That's all it takes to . . .

For more information, all you have to do is ask.

Are you sure you won't regret saying no?

Doesn't it make sense to get the facts?

You know it makes sense.

---

# *Clinchers*

---

Clinchers are aggressive 'make your mind up' propositions. They push the reader into making a decision in a somewhat more dramatic way than 'hidden persuaders'.

Like they say, when you find a goldmine - start digging!

Do it now - why don't you?

Do it right now!

Do it today!

Do it soon - but do it!

Jump on the bandwagon.

Leap onto the profit-wagon.

You're on the pig's back!

There's no time like the present.

There's no time like right now!

Don't wait a minute longer.

Don't miss this fantastic chance!

Don't miss this incredible opportunity!

Don't miss this superb, money-saving offer!

Why wait another day?

He who hesitates loses out!

Why pass this opportunity by?

You've waited long enough!

You've waited long enough for this chance.

It's a winning decision.

Decide for yourself.

See for yourself.

Act now!  
Don't delay!  
You simply must experience it at first hand.  
Instead of just reading about it, why not . . . ?  
Instead of just dreaming, wake up to the opportunity!  
Check it out.  
Take this important first step.  
You've got an important decision to make.  
Time's running out!  
But don't just take our word for it, find out for yourself.  
We're expecting your call.  
We're waiting for you to drop in.  
Interested?  
Intrigued?  
Happy? You should be.  
Convinced?  
Are you made of the sort of stuff we think you are?  
Are you a decision-maker.  
As the family decision-maker, . . .  
Can you make the decision?  
Don't play games with yourself - just do it!  
What's to argue about?  
What's to think about?  
What's to stop you?  
If it's only money you're worried about, why not . . .  
If it's only money that's stopping you, here's a way out.  
Put your ideas to work - right now!  
You be the judge.

Bring the jury in on this one.

Nobody else can make your mind up.

If you don't make the right decision, you may live to regret it!

In six months from now, you'll wish you had.

Why should you be the odd one out?

If you know a good thing when you see it, you'll give us a ring today.

Can you recognise a good thing when you see it?

Don't look a gift horse in the mouth.

Don't put it off till tomorrow.

So where's the risk?

Where's the gamble?

What's to argue about?

---

## *Calls to Action/Coupon Headers*

---

These are 'get in touch' lines and should be accompanied by methods of physically making contact. Calls to action can also be adapted for use as coupon headers.

It costs nothing to find out more. It could cost thousands not to.

If you'd like to know more, or see more, get in touch right now!

For all the worthwhile facts and figures, please get in touch. Here's where: . . .

We'll give you all the profitable facts and figures if you . . .

See the ~~~ in action - why don't you? And here's how: . . .

Call us right now at this number:

Drop in today. Here's where to call.

If you fill in the coupon, we'll fill you in with the facts.

Just complete the coupon, we'll complete the picture.

Return the coupon, we'll do the rest.

This coupon will bring you all the facts by return.

...And nobody will call unless you say so.

This coupon brings you our ~~~ and our promise of no obligation on your part.

A five minute chat should convince you that we mean business.

All we ask you to do is return the coupon. We'll do the rest.

Please don't hesitate to get in touch.

You can call us on Freephone x this very minute!

We look forward to hearing from you.

Will we hear from you soon? We hope so.

Just drop us a line, or give us a ring.

Why not drop in and see the full range for yourself?

For a no-obligation test-drive, just call:

Isn't it worth spending a few minutes now on something that could influence the rest of your life?

Five minutes now could put you years in front.

We're only a phone call away.

A phone call gets you instant service.

An order form is enclosed.

Send for our free, four-colour brochure and see what you're missing.

Just ask and we'll give you the facts, the figures, the delivery dates - the lot!

How can you keep your finger on the ~~~ pulse if you don't have all the facts?

How can you be in touch if you don't get in touch?

People who like to know what's going on usually call us within five minutes of reading this brochure.

Don't you want to know what's new in ~~~?

You'll be better off knowing than not knowing. In which case . . .

We'll send your brochure tomorrow, if you send the coupon today.

---

# *Tag-Lines*

---

Tag-lines, those phrases which sit beneath a company's logo, are designed to reinforce the image of the product, the service or the company. In other words, they are designed to be warm, comforting statements. Here are fifty to play around with.

It's all in the taste.

You can't get fresher ~~~.

Right first time.

Construction that doesn't cost the earth. (Environmental issue.)

A good sign of the times.

The rest is history.

Professionalism - the first ingredient.

Quality is the best policy.

Knowing the ropes is half the battle.

It's easy when you know how.

Everything you need to know.

Knowledge is power!

When only the best is good enough.

Solid, sound, reliable.

Safe as houses.

Experience speaks for itself.

All things to all people.

Streets ahead - miles better.

Out in front for service.

Whatever you need - whenever you need it.

Making life easier.

Nothing succeeds like success.



Innovation is the key.  
Uniquely practical - practically unique.  
The best of all possible worlds.  
Because ideas are everything.  
A world of a difference.  
An old-fashioned thing called service.  
Altogether better.  
Action speaks the loudest.  
Just for you.  
Where excellence comes as standard.  
An extension of your business.  
Our reputation says it all.  
Why complicate things?  
Investing in the future.  
One good ~~~ usually leads to another.  
The secret is know-how.  
When the pressure's on.  
All you have to do is ask.  
Your learned friends.  
Made for today.  
Achievement speaks volumes.  
The natural choice.  
Staying ahead of the field.  
The natural leader.  
Here when you need us.  
Judged by the companies we keep.  
The work goes on.  
The cornerstone is technology.

FIVE

PART

***Word-Play***

---

# *Epigrams, Maxims & Laugh Lines*

---

Over the years, I have gained much inspiration (especially when writing headlines) from reading epigrams, maxims and proverbs. I reproduce a fresh batch from my collection in the hope that, even if they fail to inspire, you will at least be entertained as you labour on.

Your manuscript is both good and original; but the part that  
is good is not original and the part that is original is not  
good.

(Samuel Johnson.)

A little sincerity is a dangerous thing, and a great deal of it is  
absolutely fatal. (Oscar Wilde.)

What a good thing Adam had. When he said a good thing he  
knew nobody had said it before. (Mark Twain.)

I never forget a face, but in your case I'll be glad to make an  
exception. (Groucho Marx.)

Politics is supposed to be the second oldest profession. I  
have come to realise that it bears a very close resemblance to  
the first. (Ronald Reagan.)

Thank heavens, the sun has gone in, and I don't have to go  
out and enjoy it. (Logan Pearsall Smith.)

The media: a group of spiritualists. (Pete Riley.)

Pictures are for entertainment. Messages should be delivered  
by Western Union. (Samuel Goldwyn.)

Time has a marked reluctance to go backwards. (Anon.)

It was beautiful and simple as all truly great swindles are.  
(O. Henry.)

Classic music is the kind that we keep thinkin'll turn into a  
tune. (Frank McKinney Hubbard.)

He found a cure for which, currently, there was no known  
disease. (Anon.)

When you see what some girls marry, you realize how they  
must hate to work for a living. (Helen Rowland.)

Anyone who isn't confused doesn't really understand the  
situation. (Edward R. Murrow.)

Writing a book of poetry is like dropping a rose petal down  
the Grand Canyon and waiting for the echo. (Don Marquis.)

Epigram: a wisecrack that played Carnegie Hall.  
(Oscar Levant.)

Editor: a person employed by a newspaper, whose business  
is to separate the wheat from the chaff, and to see that the  
chaff is printed. (Elbert Hubbard.)

Television has brought back murder into the home - where it  
belongs. (Alfred Hitchcock.)

Some weasel took the cork out of my lunch.  
(W. C. Fields.)

The one thing I learn from my mistakes is that I never, ever  
learn anything from my mistakes.  
(Patrick Quinn.)

Opera is when a guy gets stabbed in the back and, instead of  
bleeding, he sings. (Ed Gardner.)

The 100% American is 99% idiot. (Bernard Shaw.)

Truth is the most valuable thing we have. Let us economize  
it. (Mark Twain.)

Fine print is a clause for concern  
Geography is everywhere!  
In the beginning was the word: and the word was 'Aardvark'.  
Air pollution is a mist demeanour.  
Pop art: a fireworks display.  
King Midas had a guilt complex.  
His huff arrived and he departed in it.  
Getting him to make a decision was like nailing jelly  
to the ceiling.  
An etymologist is someone who knows the difference  
between an etymologist and an entomologist.  
Bo-peep did it for the insurance.  
He spoke as if he were pinning every word down  
with a drawing-pin.  
Overcast: not a sky in the clouds.  
Thunder applauding a brilliant stroke of lightning.  
Much of today's advertising is like the man who winks at a  
girl in the dark. He knows what he's doing, but nobody else  
does.  
Spring: when a young man's fancy comes last in the 2.30.  
People who live in glass houses should get undressed  
in the dark.  
He who puts only one iron in fire will not set world alight.  
He looked like someone who should be helping the police  
with their enquiries.  
I'm pink, therefore I'm spam.  
She was struck by enlightenment!  
Jammed roads are traffic difficulties.

---

## *Forming Plurals in 'Alien' Words*

---

| <i>Singular</i> | <i>Plural</i> | <i>Singular</i> | <i>Plural</i> |
|-----------------|---------------|-----------------|---------------|
| Addendum        | Addenda       | Hiatus          | Hiatuses      |
| Alga            | Algae         | Hypothesis      | Hypotheses    |
| Alkali          | Alkalis       | Ignoramus       | Ignoramuses   |
| Alumnus         | Alumni        | Index           | Indexes       |
| Analysis        | Analyses      | Iris            | Irises        |
| Antithesis      | Antitheses    | Larva           | Larvae        |
| Apex            | Apexes        | Maestro         | Maestri       |
| Apparatus       | Apparatuses   | Matrix          | Matrices      |
| Appendix        | Appendices    | Maximum         | Maxima        |
| Axis            | Axes          | Miasma          | Miasmata      |
| Basis           | Bases         | Minimum         | Minima        |
| Beau            | Beaux         | Narcissus       | Narcissi      |
| Bureau          | Bureaux       | Nebula          | Nebulae       |
| Cactus          | Cacti         | Nucleus         | Nuclei        |
| Chrysalis       | Chrysalises   | Oasis           | Oases         |
| Cortex          | Cortices      | Octopus         | Octopuses     |
| Crisis          | Crises        | Parenthesis     | Parentheses   |
| Criterion       | Criteria      | Phenomenon      | Phenomena     |
| Curriculum      | Curricula     | Plateau         | Plateaux      |
| Datum           | Data          | Radius          | Radii         |
| Ellipsis        | Ellipses      | Sanatorium      | Sanatoria     |
| Ephemerā        | Ephemerāe     | Series          | Series        |
| Equinox         | Equinoxes     | Spectrum        | Spectra       |
| Erratum         | Errata        | Stimulus        | Stimuli       |
| Focus           | Focuses       | Stratum         | Strata        |
| Formula         | Formulae      | Syllabus        | Syllabuses    |
| Fungus          | Fungi         | Synopsis        | Synopses      |
| Genius          | Geniuses      | Tableau         | Tableaux      |
| Genus           | Genera        | Terminus        | Terminii      |
| Gladiolus       | Gladioli      | Thesis          | Theses        |
| Gymnasium       | Gymnasia      | Ultimatum       | Ultimatums    |

---

## *Some Commonly Confused 'Sound-Alike' Words*

---

|                |                       |                |                          |
|----------------|-----------------------|----------------|--------------------------|
| Accelerate.    | } Quicken             | Farther.       | } (Applies to distance.) |
| Exhilarate.    | } Enliven.            | Further.       | } (Applies to distance   |
| Accede.        | } Agree.              |                | } and addition. i.e.     |
| Exceed.        | } Surpass.            |                | } 'Further questions'.)  |
| Accept.        | } To take.            | Grateful.      | } Feeling gratitude.     |
| Except.        | } To exclude.         | Gratified.     | } Pleased.               |
| Affect.        | } To influence.       | Impracticable. | } Unmanageable.          |
| Effect.        | } To bring about      | Impractical.   | } Unskilled.             |
| Allusion.      | } Reference to.       | Masterly.      | } Skilled.               |
| Illusion.      | } Fallacy.            | Masterful.     | } Self-willed.           |
| Can.           | } Able to.            | Noticeable.    | } Worthy of notice.      |
| May.           | } With permission to. | Notable.       | } Worthy of fame.        |
| Complement.    | } Complete.           | Odious.        | } Hateful.               |
| Compliment.    | } Praise.             | Odorous.       | } Fragrant.              |
| Continual.     | } Repeated.           | Practice.      | } Custom, habit.         |
| Continuous.    | } Uninterrupted.      | Practise.      | } Perform, do.           |
| Disinterested. | } Impartial.          | Principal.     | } Chief, foremost.       |
| Uninterested.  | } Indifferent.        | Principle.     | } Axiom, rule..          |
| Elicit.        | } Deduce.             | Requirement.   | } A want or need.        |
| Illicit.       | } Illegal.            | Requisite.     | } Something              |
| Eminent.       | } Prominent.          |                | indispensable.           |
| Imminent.      | } Soon.               |                |                          |

---

## *Use & Abuse*

---

The object of writing is to be read. With this statement of the patently obvious in mind, there is very little value in using words and phrases that are: (a) of dubious meaning: (b) tortuous and inflated and: (c) so clichéd that the reader's hackles are raised at the very sight of them.

The following words and phrases, all in current usage, are typical examples of what I'm talking about. In each case, I have provided alternatives which, I believe, your readers will find more acceptable.

|                              |   |                    |                                   |   |             |
|------------------------------|---|--------------------|-----------------------------------|---|-------------|
| At this juncture.            | } | Now.<br>Right now. | Come to a decision as to.         | } | Decide.     |
| At the present time.         |   |                    | Reach a conclusion as to.         |   |             |
| At this point in time.       |   |                    | Make mention of.                  | } | Mention.    |
| Even as I speak.             |   |                    | After very careful consideration. |   |             |
| As of this date.             | } | Later.             | On the grounds that.              | } | Because.    |
| At some later moment.        |   |                    | As a direct result of.            |   |             |
| At some future date.         |   |                    | On account of the fact that.      |   |             |
| At some future point.        |   |                    | By virtue of the fact that.       |   |             |
| At that moment in time.      | } | Then.              | Owing to the fact that.           | } | Know.       |
| At that time.                |   |                    | Be cognizant of.                  |   |             |
| At that point in time.       |   |                    | Fully sensible of.                |   |             |
| Subsequent to.               | } | When.<br>During.   | Completely au fait with.          | } | He.<br>She. |
| At which time.               |   |                    | He is a man who.                  |   |             |
| During the time that.        |   |                    | She is someone who.               |   |             |
| On the occasion of.          | } | Whether.           | Despite the fact that.            | } | Although.   |
| The question as to whether.  |   |                    | With reference to.                |   |             |
| Whether or not.              | } | Since.<br>Because. | In regard to.                     | } | About.      |
| Owing to the fact that.      |   |                    | Pertaining to.                    |   |             |
| Due to the fact that.        |   |                    |                                   |   |             |
| On account of the fact that. |   |                    |                                   |   |             |



|                               |   |                 |
|-------------------------------|---|-----------------|
| At an early date.             | } | Soon.           |
| At a future moment.           |   |                 |
| Exhibit a tendency to.        | } | Tend.           |
| Evince a predilection for.    |   |                 |
| Come into contact with.       | } | Meet.           |
| In close proximity to.        |   |                 |
| At close quarters with.       | } | Near.           |
| During the time that.         |   |                 |
| It is often the case that.    | } | Often.          |
| Had sight of.                 |   |                 |
| Came into the hands of.       | } | Got.            |
| Was in receipt of.            |   |                 |
| Is of the opinion that.       | } | Believes.       |
| Scheduled for discontinuance. |   |                 |
| Bottom line.                  | } | Final analysis. |
| Conceptualise.                |   |                 |
| Crisis situation.             | } | Crisis.         |
| Initiate.                     |   |                 |

|                    |   |                             |
|--------------------|---|-----------------------------|
| Infrastructure.    | } | Facilities.                 |
| Impact negatively. | } | Worsen.                     |
| Inoperative.       | } | Out of action.              |
| Interface.         | } | Meet.                       |
| Methodology.       | } | Rules.                      |
| Modality.          | } | Style.                      |
| Networking.        | } | Connecting.                 |
| Normalize.         | } | Stabilize.                  |
| Optimize.          | } | Make most of.               |
| Parameters.        | } | Limits.                     |
| Prioritize.        | } | Set in order of importance. |
| Shortfall.         | } | Deficit.                    |
| Systematize.       | } | Organise.                   |
| Time frame.        | } | Schedule.                   |
| Upwardly mobile.   | } | Successful.                 |

---

# *Tautological Expressions*

---

Tautology is the repetition of the same word, phrase or statement. Below are classic examples of the use of two or more words where, in most cases, just one of those words or its synonym would suffice. These faults, which are most often seen in business letters, tend to display 'mechanical' writing that has a marked lack of thought behind it.

|                       |                       |                 |
|-----------------------|-----------------------|-----------------|
| Adequate enough.      | Forbear from.         | Outside of.     |
| Appear on the scene.  | Gather together.      | Over again.     |
| Attach together.      | Good benefit.         | Over with.      |
| Attached hereto.      | Important essentials. | Pair of twins.  |
| Burn down.            | Inside of.            | Past history.   |
| Collaborate together. | Joint co-operation.   | Penetrate into. |
| Connect together.     | Just recently.        | Plan on.        |
| Continue on.          | Lend out.             | Reduce down.    |
| Couple together.      | Merge together.       | Refer back.     |
| Divide up.            | Mix together.         | Revert back.    |
| Early beginnings.     | More inferior.        | Seldom ever.    |
| Enclosed herewith.    | More superior.        | Sink down.      |
| File away.            | More preferable.      | Still remain.   |
| Final completion.     | Mutual co-operation.  | Taste of.       |
| Final upshot.         | New creation.         | This next week. |
| Finish up.            | New departure.        | Twice over.     |
| Follow after.         | Original source.      | We all.         |

---

# *Useful Similes*

---

When you're scrabbling around for something that might pass as a decent headline, it often pays to cast your eyes over a list of similes, in the hope of finding one which might be dragooned to your cause.

Behave like a bull in a china shop.

Black as 2 a.m.

Bold as brass.

Bright as a new pin.

Cat on hot bricks.

Cheap as a two-bob watch.

Clean as a whistle.

Clear as crystal.

Clever as a wagon-load of monkeys.

Cold as charity.

Collapse like a pack of cards.

Cool as a cucumber.

Dead as a door-nail.

Different as chalk from cheese.

Drink like a fish.

Drop like a sack of mangles.

Drunk as a lord.

Dry as dust.

Dull as ditch-water.

Fight like Kilkenny cats.

Fit as a fiddle (flea).

Flat as a pancake.

Free as a bird.

Fresh as a daisy.

Good as gold.

Good in parts - like the curate's egg.

Green as grass.

Grin like a Cheshire cat.

Happy as a sandboy.

Hard as nails.

Heavy as lead.

Honest as the day is long.

Keen as mustard.

Large as life.

Light as a feather.

Like as two peas.

Like water off a duck's back.

Mad as a March hare.

Meek as a lamb.

Memory like a seive.

Nervous as a cat.

Plain as a pikestaff.

Pleased as Punch.

Poor as a church mouse.  
Pretty as a picture.  
Pure as the driven snow.  
Quick as a flash.  
Quiet as a mouse.  
Read him like a book.  
Rich as Croesus.  
Right as rain.  
Safe as houses.  
Shake like a leaf.  
Sharp as a knife.  
Sleep like a top.  
Slippery as an eel.  
Sober as a judge.  
Soft as butter.  
Sound as a bell.

Steady as a rock.  
Stiff as a poker.  
Straight as a die.  
Strong as an ox.  
Swear like a trooper.  
Sweet as a nut.  
Take to it like a duck to water.  
Thick as thieves.  
Thin as a rake.  
Tough as old boots.  
Warm as toast.  
Weak as water.  
White as a sheet.  
Wise as Solomon.  
Work like a Trojan.

---

# *A to Z of Phobias*

---

This list is included for no other reason than that I once wrote an entire 8-ad campaign around phobias. Apart from that, I think it makes interesting reading.

| <i>Term</i>   | <i>Phobia</i> | <i>Term</i> | <i>Phobia</i> | <i>Term</i> | <i>Phobia</i> |
|---------------|---------------|-------------|---------------|-------------|---------------|
| Animals       | Zoo-          | Fire        | Pyro-         | Microbes    | Bacilli-      |
| Birds         | Orthino-      | Flood       | Antio-        | Mirrors     | Eisoptro-     |
| Blood         | Haemoto-      | Fur         | Dora-         | Money       | Chrometo-     |
| Blushing      | Ereutho-      | Germes      | Sperma-       | Nudity      | Gymno-        |
| Cats          | Ailuro-       | Ghosts      | Phasmo-       | Open spaces | Agora-        |
| Closed spaces | Claustro-     | Girls       | Partheno-     | Pain        | Algo-         |
| Clouds        | Nepho-        | God         | Theo-         | Pleasure    | Hedono-       |
| Cold          | Cheima-       | Heat        | Thermo-       | Poison      | Toxi-         |
| Colour        | Cromo-        | Heights     | Acro-         | Poverty     | Penia-        |
| Corpses       | Necro-        | Hell        | Stygio-       | Reptiles    | Batracho-     |
| Crowds        | Demo-         | Ice         | Kristallo     | Ridicule    | Katagelo-     |
| Darkness      | Achluo-       | Infinity    | Apeiro-       | Robbery     | Harpaxo-      |
| Death         | Thanato-      | Injustice   | Dike-         | Ruin        | Ate-          |
| Disease       | Patho-        | Insanity    | Lyss-         | Satan       | Satano-       |
| Dogs          | Cyno-         | Insects     | Entomo-       | Sea         | Thalasso-     |
| Dust          | Amatho-       | Light       | Photo-        | Sex         | Geno-         |
| Electricity   | Electro-      | Lightning   | Astra-        | Sin         | Hamartio-     |
| Eyes          | Ommato-       | Machinery   | Mechano-      | Skin        | Dermato-      |
| Failure       | Kakoraphia-   | Men         | Andro-        | Sleep       | Hypno-        |
| Feathers      | Pterono-      | Mice        | Muso-         | Snakes      | Ophidio-      |

| <i>Term</i> | <i>Phobia</i> | <i>Term</i> | <i>Phobia</i> | <i>Term</i> | <i>Phobia</i> |
|-------------|---------------|-------------|---------------|-------------|---------------|
| Snow        | Chiono-       | Teeth       | Odonto-       | Walking     | Baso-         |
| Spiders     | Arachno-      | Thirteen    | Triskaideka-  | Water       | Hydro-        |
| Stars       | Sidero-       | Thunder     | Bronto-       | Wind        | Anemo-        |
| Stealing    | Klepto-       | Touch       | Haphe-        | Women       | Gyno-         |
| Stings      | Cnido-        | Travel      | Hodo-         | Words       | Logo-         |
| Strangers   | Xeno-         | Vehicles    | Ocho-         | Work        | Ergasio-      |
| String      | Linono-       | Void        | Keno-         | Writing     | Grapho-       |

# Proofreading Marks

From a purely mercenary standpoint, a knowledge of proof-marks saves confusion and time at the printers. Which saves money. The following are standard marks in use throughout the industry.

| MARGIN MARK | TEXT MARK                            | MEANING              |
|-------------|--------------------------------------|----------------------|
|             | Sample printed matter.               |                      |
| m/          | Sample printed <u>atter</u> .        | Insert               |
| ◊           | <del>Sample printed matter.</del>    | Delete               |
| ◊           | Sample printe <u>d</u> matter.       | Close up             |
| tr̄s        | <u>Sm</u> aple printed matter.       | Transpose            |
| Range left  | <u>Sample printed matter.</u>        | Movelf               |
| Range       | <u>Sample printed matter.</u>        | Moveright            |
| ##   right  | Sample printed <u>matter</u> .       | Insert space         |
| S/          | <u>sample</u> printed matter.        | Capitalize           |
| ⊙           | Sample printed matter <u>└</u>       | Insert Full Point    |
| l.c.        | Sample <u>P</u> rinted matter.       | Lower case           |
| Rcm. /      | <u>Sample printed matter.</u>        | Reset in Roman type  |
| Bold        | <b>Sample printed <u>matter</u>.</b> | Reset in Bold        |
| s.c.        | SAMPLE PRINTED <u>M</u> atter.       | Reset in Small Caps  |
| Caps        | <u>SAMPLE PRINTED MATTER</u>         | Reset in Caps        |
| Ital.       | <i>Sample printed <u>matter</u>.</i> | Reset in Italic      |
| /-          | Sample <u>printed</u> matter.        | Insert comma         |
| /-          | Sample printed <u>matter</u> .       | Insert en rule       |
| Close up    | "Sample printed matter <u>└</u> "    | Insert closing quote |
|             | ( Sample printed matter. )           | Delete line space    |

IX  
GO

PART  
E

***The DTP User***



---

# *Basic Typography & Design*

---

*BY BILBO SMITH*

Any number of businesses these days have access to personal computers, along with the concomitant software of Microsoft Windows, PageMaker, Quark Express, Corel Draw and so on. Thus, with one mighty bound, Jack is free to cheerfully play compositors and produce everything from A5 flyers to tabloid news-sheets.

That's how it appears, anyway.

What this electronics revolution has done, in reality, is place professional typesetting and design opportunities into the hands of a lot of people who wouldn't know a serif or an en-rule from a box of quads.

The problem with this is, sadly, that the scope of the technology has lulled many into a false sense of ability. And the amateurism very often shows. Several hundred megabytes of hard disk, combined with the availability of dozens of typefaces do not make a compositor. Not by a long way, they don't.

One would be forgiven for hoping that, offered such opportunities, those charged with the task of producing said material would go right out of their way to acquaint themselves at least with the rudiments of typography and design. They mostly don't. With the result that far too many home-grown publications, which could have looked a million dollars, end up looking like something the cat dragged in.

Agreed, there are any number of intelligent people who have taken the trouble to learn the ropes; but these are the infrequent exception rather than the general rule.

To help put matters right, I now intend to go completely over the top and lay a few rules on typography and design, which you may accept or ignore as the whim takes you. But before you dismiss out of hand what I have to say, it might be prudent to mention that ten years of my life were spent as a compositor while, for the remaining twenty-five, I have been gainfully employed as a graphic designer. Time enough, I think, to have absorbed one or two pertinent lessons.

Let's begin.

Many of the terms in use in desktop publishing are throwbacks to the time, not so long ago as it happens, when type was cast from a lead alloy. The point-system for measuring type size is just one of these.

The point-size of a type, therefore, is not the vertical size of the face, but the traditional size of the metal body on which the character was cast. Which is the reason why certain typefaces of a given point size appear larger, or smaller, than other faces of an identical point size. A face such as Baskerville, for instance, seems much larger (not to say much heavier) than, say, Times.

Which leads us to conclude that faces of identical point-size will not necessarily be comparable either in terms of depth or weight. This is handy to know when you are using two different faces in a headline and wonder why they won't line up and don't balance.

All right. Type is measured in points, and there are 72 points to the inch. Not that it matters, because from now on you should be working in points. That's 12 points to the em, 6 points to the en.

So if the margin 'rulers' on your software package currently display inches or, God forbid, millimetres, change the configuration right now to points. Then, when working out the type area of your publication, convert it to points. You'll find it easier in the long run, I promise.

Anyway, 8-point type looks like this:

THIS IS EIGHT-POINT TIMES

While, for example, 16-point looks like this:

**THIS IS SIXTEEN-POINT**

For practical purposes, sizes range from 6-pt to 72-pt for bookwork, reports and general documents, right up to mammoth sizes for poster work.

The style of face varies, of course, within the family or fount. (Incidentally, the word fount comes from the French *fondre*, to found, as in type-foundry.)  
Meaning:

Roman (normal),

*Italic*,

**Bold**,

***Bold Italic***,

**Extra Bold**,

**A swift word about the wide variety of faces currently available via software packages. Many of the traditional faces seem, at first glance, indistinguishable from each other except for minute differences in particular letters or numerals. Others are 'way out' and different in every respect. But each face has its place in the typographical scheme of things, and each has a special use. Therefore, the selection of typefaces should be consciously undertaken, and with due regard to the type of publication you are producing.**

**Who will read it? What is its purpose? Where will it be read? All these factors should be taken into account. Because readability, when all is said and done, is the criterion**

**Allow me to give you a somewhat exaggerated example of what I'm trying to say. If you were designing a motorway sign, you would be unwise to use a face like the one below, since it is quite difficult to read and you'd have cars piling up all over the place.**

## No Right Turn

Or if you were preparing a wedding invitation, this face would be the last you'd choose.

## Wedding Invitation

Again, a serious report would be laughed out of the office if decorated with a headline like this:

## Financial Report

As I said, these are overstated examples for the purposes of demonstration. But I have seen worse; and I don't doubt that you have also.

When in doubt, stick to the old, tried and tested faces like Bodoni, Gill, Bembo, Helvetica, Times, Baskerville and the beautiful Perpetua. They've been around for a long time for a very good reason. They work in almost every situation. While the fun-faces, those flashes-in-the-pan of filigrees, shadows and adornments, will be forgotten this time next week.

You will see in many DTP packages mention of something called 'leading'. Years ago, in the days of hot metal, lead spaces of varying thicknesses were cast for use between lines of type as spacing. They were cast as 1-pt, 2-pt, 3-pt, 6-pt and upwards.

Similarly, a stick of type ('stick' because the metal type was arranged by the compositor in a tool of that name) can be said to be set 'on' something - as in 10 on 12, or 11 on 13. A normal 10-pt type set solid, i.e. with no line spacing, appears very tight, indeed. Conversely, 10 on 14 is 10-pt type with a 4-pt space added between each line, i.e. a 4-pt 'lead' is dropped in, appears loose and roomy. I'll repeat that.

Similarly, a stick of type ('stick' because the metal type was arranged by the compositor in a tool of that name) can be said to be set 'on' something - as in 10 'on' 12, or 11 'on' 13. A normal 10-pt type set solid, with no line spacing, appears very cramped, indeed. In which case, 10 on 16 is 10-pt type with a 6-pt space added between each line, i.e. a 6-pt 'lead' is dropped in.

Similarly, a stick of type ('stick' because the metal type was arranged by the compositor in a tool of that name) can be said to be set 'on' something - as in 10 'on' 12, or 11 'on' 13. A normal 10-pt type set solid, with no line spacing, appears very cramped, indeed. In which case, 10 on 16 is 10-pt type with a 6-pt space added between each line, i.e. a 6-pt 'lead' is dropped in.

The first example is set 10-pt solid, while the second is 10-pt on 16-pt. Rather more readable, in this case, would be 10 on 13. Like this:

Similarly, a stick of type ('stick' because the metal type was arranged by the compositor in a tool of that name) can be said to be set 'on' something - as in 10 'on' 12, or 11 'on' 13. A normal 10-pt type set solid, with no line spacing, appears very cramped, indeed. In which case, 10 on 16 is 10-pt type with a 6-pt space added between each line, i.e. a 6-pt 'lead' is dropped in.

This demonstrates that there is an optimum size for leading. Therefore, if you are leading with the purpose of pushing a column of type to a given depth, or to achieve better readability, try not to overstep the optimum for eye-appeal. Far better, perhaps, to select a larger point-size for the type matter.

The leading of headlines is also something worth thinking about. Too much 'white space' between lines is the sign of the greenhorn; as is too little - except, that is, where a special effect is being pursued. But the latter is the most ubiquitous, and the worst, of the felonies. Here's what I mean:

While we're on the subject, I know that many

IF YOU HAVEN'T  
TRIED IT,  
DON'T KNOCK IT

IF YOU HAVEN'T  
TRIED IT,  
DON'T KNOCK IT!

DTP buffs tend to let the software decide on the leading value by opting for the default choice. In my experience, the default setting for leading, both for body copy and headlines, is rarely a good one. It therefore pays to select your own values. And the way to arrive at the best is by experiment.

In a similar vein, much DTP software gives the 'compositor' opportunities to vary the width of type faces by offering a percentage width choice. This is an advance undreamt of by the old-style, hot-metal comp. It not only allows you to force a larger size type into a given space, but also provides the opportunity to re-design faces.

Again, however, always err on the side of restraint, and don't over-cook width reductions and enlargements to the point where the results are difficult to read.

Letterspacing is another handy device for lending your publications eye-appeal. But while you may letterspace headlines, don't try it with body copy unless you really know what you are doing - it looks awful. Headlines given the benefit of letterspacing can look first-rate; though once again it can be overdone to the point where readability goes out of the window:

LETTERSPACE

LETTERSPACE

L E T T E R S P A C E

L E T T E R S P A C E

One of the great failings of the novice compositor is the compulsion to want to do too much. Given several dozen typefaces from which to choose, he will choose all of them. Consequently, the publication is a mixture of every typeface in the book and looks a mess.

In a brochure or mailer, it is unwise to employ more than two faces; that is, a type for the headlines and another for the body copy. Better still, try to use only roman, bold, italic or condensed versions of the same typeface throughout.

You will have seen multi-face madness in company newsletters and flyers. One headline will be set in Gill Bold, the next will be in Times Italic or Bodoni Poster while, sitting cheek by jowl, there will be another set in Brush script. Such variety does not make for sane

reading.

Another classic error is the setting of type too close to, and quite often right up to, borders and rules:

You will have seen multi-face madness in company newsletters and flyers. One headline will be set in Gill Bold, the next will be in Times Italic while, sitting cheek by jowl, there will be another set in Brush script. Such variety does not make for sane reading.

As any designer will tell you, the 'white' space surrounding type or illustrations has equal, or even more, importance than the type and illustrations it supports. Let me try to give you a couple of examples.

In the first example, we have a headline with far too much letterspacing and not enough leading. In

**DAMSON MAINTENENCE. WE STAY  
AWAKE  
NIGHTS SO THAT YOU DON'T HAVE TO.**

PIC

**One of the great failings of the novice compositor is the compulsion to want to do too much. Given several dozen typefaces from which to choose, he will choose all of them. Consequently, the publication is a mixture of every typeface in the book and looks a mess.**

*In a brochure or mailer, it is unwise to employ more than two faces; that is, a type for the headlines and another for the body copy. Better still, try to use only roman, bold, italic or condensed versions of the same typeface throughout.*

You will have seen multi-face madness in company newsletters and flyers. One headline will be set in Gill Bold, the next will be in Times italic or Bodoni Poster while, sitting cheek by jowl, there will be another set in Brush script.



PIC

## DAMSON MAINTENANCE. WE STAY AWAKE NIGHTS SO THAT YOU DON'T HAVE TO.

One of the great failings of the novice compositor is the compulsion to want to do too much. Given several dozen typefaces from which to choose, he will choose all of them. Consequently, the publication is a mixture of every typeface in the book and looks a mess.

In a brochure or mailer, it is unwise to employ more than two faces; that is, a type for the headlines and another for the body copy. better still, try to use only roman, bold,

italic or condensed versions of the same typeface throughout.

You will have seen multi-face madness in company newsletters and flyers. One headline will be set in Gill Bold, the next will be in Times Italic or Bodoni Poster while, sitting cheek by jowl, there will be another set in Brush script.

addition, the point-size of the line isn't large enough to do the job expected of it.

Again, the pic, while centred on the width and striving to balance the piece, is too close to the headline and body type. It therefore loses any impact it might have.

Similarly, the body type is set right across the width of the space, practically colliding with the border. It is well worth remembering that the wider a column of type, the more difficult it is to read. Therefore, it should either be set narrower, or set in two columns.

Finally, the compositor has seen fit to employ three different typestyles for the body copy: bold, italic and roman, with exaggerated spacing between the paragraphs. It really doesn't work - does it?

The second version, however, while using an identical amount of space, appears much more readable with its larger headline face, larger body type, and far improved balance between the three elements..

I think you will be gratified to discover that many, many designers and typographers filch ideas from other typographers and designers. It is the done thing throughout the industry. Practically every design studio in the country has its 'reference' library of cuttings removed from papers and magazines. These are consulted on a regular basis and the ideas therein adapted and adopted.

Oh, before I forget. People placed in front of a desktop publishing unit for the first time are amazed at what they can do, simply at the click of a mouse. They see the range of graphics - lines, boxes, circles,

ovals, dotted rules, and tints - they can produce and fancy that they have fallen upon some kind of cornucopia. Consequently, they then proceed to box, circle and run tints around everything that doesn't move. A little of this sort of thing is all right; but a little goes a long way. And quite often it goes too far.

The same goes for the widespread predilection for reversing type - white out of black. Like this:

The same goes for the predilection for  
reversing type - white out of black. Like  
this

I am pleased to say that size, in most things, is no criterion of its effectiveness. But in the case of

Which is fine when the type is of a reasonable size. But when it is attempted with a modest-sized type, you are being unreasonable to the reader by asking him to do the well-nigh impossible.

The foregoing is no more than basic and very general look at typography and design. If you are inclined to take it in any way seriously, I would strongly recommend laying hands on a good book on the subject.

In the meantime, I hope these few thoughts are of some benefit.

NEVER  
GO  
PART

***Theme-Finder***



---

## *Best Seller*

---

Best selling.

Top selling.

Famous.

Famed.

A winner.

Always in demand.

All-time favourite.

Britain's finest.

Britain's favourite.

Celebrated.

Legendary.

World-famous.

World-renowned.

Highly acclaimed.

A blockbuster!

A success story.

Triumphant.

Favourite.

Illustrious.

The latest vogue.

Right in fashion.

Known far and wide.

Known by more people in more cities

...

Talked about all over the place.

Widespread acceptance.

Flourishing.

Booming.

A knock-out.

A runaway success.

Thriving.

The ~~~ phenomenon.

The ~~~ sensation.

Preferred by more ...

Bought by more ...

Recommended by more ...

One of the most talked about ...

More and more people are discovering...

A superstar.

Phenominally successful.

Here, there and everywhere.

Has struck a responsive chord ...

Sensational!

Magnificent!

First rate!

Top class.

---

## *Classic & Traditional*

---

Timeless.

Timeless elegance.

Legendary.

Never goes out of style.

History comes alive.

Painstakingly restored.

Painstakingly re-created.

Richly restored.

Historic.

Antique.

Centuries old.

As old as time itself.

Lost in the mists of antiquity.

Masterpiece.

Old master.

Age-old.

In the rich tradition of ...

Redolent of a bygone age.

Keepsake.

Hallmarks of ...

Heritage.

Grass roots.

Enduring quality.

Immortal.

The beauty of a vanished world.

Nostalgic.

A nostalgic glimpse of ...

It's an old ... custom.

Vintage.

Quaint.

Heirloom.

---

## *Colour & Colourful*

---

Steel grey.

Slate.

Burgundy.

Grape.

Ochre.

Oak.

Pine.

Mahogany.

Cinnamon.

Umber.

Copper.

Russet.

Sorrel.

Bronze.

Beige.

Canary Yellow.

Chrome.

Crocus.

Saffron.

Topaz.

Gold.

Lemon.

Blonde.

Straw.

Cream.

Apple green.

Grass green.

Leaf green.

Spring green.

Forest green.

Sea green.

Emerald green.

Malachite.

Beryl.

Jade.

Lime.

Olive.

Violet.

Indigo.

Purple.

Amethyst.

Plum.

Mauve.

Scarlet.

Carmine.

Magenta.

Cerise.

Lavender.

Ruby.

Rose.

Vermillion.

Crimson.

Burnt orange.

Antique gold.

Damask.

Cherry red.

Claret.

Flame.

Salmon.

Foxy.

Sunset orange.

Pumpkin.

Tangerine.

Apricot.

Peach.

Shocking pink.

Coral.

Flaxen.

Amber.

Sandy.

Buff.

Tawny.

Midnight blue.  
Navy.  
Aquamarine.  
Ultramarine.  
Peacock blue.  
Prussian blue.  
Electric blue.  
Royal blue.  
Ebony.  
Sable.  
Cobalt.  
Sky blue.  
Turquoise.  
Cerulean.  
Ice blue.  
Azure.  
Cyan.  
Dusky.

Coal black.  
Jet black.  
Raven black.  
Midnight.  
Off white.  
Winter white.  
Ivory.  
Almond.  
Alabaster.  
Pearl.  
Bleached.  
Pearly.  
Milky.  
Bright.  
Vivid.  
Intense.  
Rich.

Brilliant.  
Hued.  
Tinted.  
Dyed.  
Tinged.  
Pyrotechnic.  
Variegated.  
Spectrum.  
Rainbow.  
Tartan.  
Plaid.  
Polychrome.  
Iridiscent.  
Butterfly.  
Mottled.  
Dappled.  
Stippled.

---

# *Comfortable*

---

|                           |                          |
|---------------------------|--------------------------|
| Cosy.                     | A haven of ...           |
| Snug.                     | Snuggle up with ...      |
| Comfy.                    | Cuddle up to ...         |
| Homey.                    | Cuddly.                  |
| Restful.                  | Snug as a bug.           |
| Relaxed.                  | Cotton-soft.             |
| Placid.                   | Smooth as silk.          |
| Tranquil.                 | Warm as toast.           |
| Serene.                   | Cushioned.               |
| Soothing.                 | Velvety.                 |
| Hospitable.               | Soft as down.            |
| Congenial.                | Feathery.                |
| Friendly.                 | Soft as a baby's face.   |
| Matey.                    | Loose-fitting.           |
| All the comforts of home. | Snug-fitting.            |
| Peaceful.                 | Figure-forming.          |
| Relaxing.                 | Figure-hugging.          |
| Cheerful.                 | You won't know it's on.  |
| Roomy.                    | Firm support.            |
| Airy.                     | Moves as you move.       |
| Unhurried.                | The material breathes.   |
| At ease.                  | Like walking on air.     |
| Casual.                   | Like walking on clouds.  |
| Laid back.                | Cool as a summer breeze. |

Keeps the cold out, keeps the warmth in.

Keeps the warmth where it belongs - inside.

Air conditioned.

Home and hearth.

Pipe and slippers.

Fireside comfort.

Warm in winter, cool in summer.

Allows your body to breath naturally.

Like your own, mobile central heating.

So snug, so restful - so buy one.

---

# *Comprehensive*

---

Everything you need to know.

Complete.

A to Z.

Everything from ~~~ to ~~~

Everything you'll ever need.

The ultimate in ~~~

Extensive.

All-inclusive.

In-depth.

All-embracing.

All ~~~ included.

All-in-one.

All the ingredients for a ...

The sum total.

A total ~~~

Exhaustive.

Exhaustively researched.

Scrupulously explored.

Fully investigated.

It's all here!

Unabridged.

Unexpurgated.

Uncut.

In its entirety.

Encyclopaedic.

Full-length.

Comes complete with ...

All the superb features of ~~~

All the features you'd expect from ...

... built-in.

Comes up with all the answers.

Provides all the ... you need.

Completely integrated.

More than you expect, but everything you need.

Provides no less than 100% of the ~~~ you want.

We put more in, you get more out.

Thorough-going.

Nothing for you to add.

Leaves no stone unturned.

Complete in one package.

Everything you want to know about ~~~

Everything under the sun - and then some!

No more to buy - nothing to add.

Everything bar the kitchen sink!

---

# *Convenient*

---

Gone are the days when a shopping list  
was a list of shops.

Pushbutton convenience.

Armchair shopping.

The one-stop shop.

Right at your fingertips.

Within easy reach.

Right here - right now!

Handy.

All in one place.

Instant results.

Instant reference.

Quick reference.

Easily adaptable.

Infinitely adjustable.

Manoeuvrable.

Goes just anywhere.

Works just anywhere.

Pliable.

Friable.

Everything falls into place.

Accessible.

Design flexibility.

Take it anywhere.

Goes anywhere you go.

Versatile.

Combines the most outstanding features of ...

Right in your own home.

Fast, easy access.

A stone's throw from ...

Just a short stroll from ...

You're never far from a ...

Located right at the heart of ...

No need to shop around.

Two ~~~ in one.

It's there when you need it.

Whenever you want it, how you want it.

Totally compatible.

Compatible with any other ...

When it comes to flexibility, ...

For your convenience.

Compatible? Certainly!

At your service.

Now you can buy direct from ...

Takes the waiting out of wanting.

Comes flat-packed.



Easy to erect.

We even include the tools for assembly.

A piece of cake to put together.

Simple to assemble.

Comes direct from the manufacturer.

Just switch it on - that's all you do!

Simplifies.

Clarifies.

Facilitates.

---

# *Customer Appeal*

---

Perfect.

Word Perfect.

Picture perfect.

Captivating.

Bewitching.

Engaging.

Moving.

Enchanting.

Love at first sight.

You'll fall in love with ...

You'll turn somersaults for ...

Irresistible.

Delightful.

Charming.

Wonderful.

Satisfying.

Memorable.

Lovable.

Huggable.

Exquisite.

Adorable.

Beguiling.

Pleasing.

Pleasant.

Pleasurable.

Satisfying.

Inviting.

Alluring.

Fetching.

Cuddly.

Cuddlesome.

Congenial.

Enthralling.

Right as rain.

Entertaining.

Picturesque.

Colourful.

Piquant.

Gracious.

Never to be forgotten.

Unforgettable.

You'll never forget.

A perfect gem.

Just the right touch of ...

Savour the moment.

Special.

Double the pleasure.

More than you ever dreamed possible.

Experience the wonder of ...

---

## *Easy to Use and Understand*

---

User friendly.

Easier than ever before.

Clearly written.

Written in plain English.

Easy to understand.

Foolproof.

Free of jargon.

Straightforward.

Amazingly simple.

Step-by-step.

Clearly and simply explained.

So it's that simple!

No fuss, no mess.

Instant ~~~

Easy-to-follow.

All in one easy step.

Simple as ABC.

Simple as falling off a log.

Simple as one, two, three.

So advanced, but so simple to operate.

A piece of cake.

It's a walkover.

It just couldn't be easier.

Nothing's simpler!

It's child play.

So simple a child can use it.

At a glance.

No previous experience necessary.

Clear.

Simplified.

Intelligible.

Effortless.

You'll soon be doing it like an expert!

Ten minutes is all it takes to ...

Manageable.

Safe and simple.

You'll discover how easy it is to ...

It has never been simpler.

It's the easy way to ...

Install in seconds.

Starts working instantly.

No fuss, no bother - no problem!

Practically runs itself!

Just add ~~~

Ready-to-use.

You'll master it in seconds.

Nothing to read, nothing to learn.

Just press the button and away you go.

From here, it's all downhill!

Customer friendly.

---

## *Educational & Informative*

---

Illuminating.

Instructive.

Educational.

Informative.

Enlightening.

Mind-stretching.

Mind-opening.

Eye-opening.

Brain-teasing.

Everything you always wanted to know about ...

Everything you ought to know about ...

Gives you the hard facts.

Gives you the inside information.

Puts you on the inside track.

Keeps you informed about ...

Keeps you abreast of ...

Keeps you in touch with ...

Takes the mystery out of ...

Takes the guesswork out of ...

The answers you've always wanted to ...

The answers to these and dozens of

other questions.

Expands your mind.

Expands your knowledge.

Gives you the know-how.

Alters your perceptions.

Stretches your mind.

Stirs the imagination.

Fulfills the need to know.

Familiarises you with ...

Superb ideas for ...

Read it and put it into practice.

Entertains as it informs.

Unlocks the secrets of ...

Keeps you ahead of the pack.

Gives you new insight.

Refreshes the mind.

Helps you separate fact from fiction.

The unique learning experience.

Satisfies your thirst for knowledge.

Gives you all the facts you need to make those important decisions.

Instant feedback.

The know-how for ...

The know-how; the know-when; the know-why.

Professional know-how translated for the ...

The facts, the figures - the lot!

The dodges, the wrinkles, the short-cuts!

How to ... on a shoestring.

Uniquely practical - practically unique.

Gives you an insider's glimpse of ...

Professional skill for the uninitiated.

How to use ~~~ the professional way.

Written by craftsmen for the non-practical.

Designed by craftsmen for use by anyone.

Programmed by experts for use by anyone.

A step-by-step guide to the secrets of ...

Guides you through the ~~~ maze.

Learn and come alive!

Sharpens the wits.

... In three easy stages.

The facts at your fingertips.

Be a master of ...

Takes you behind the scenes of ...

A mine of useful information.

---

## *Effects & Results*

---

You're an expert - immediately.

Works immediately.

Works like magic.

Works wonders.

Success guaranteed.

You can bank on ~~~

Fast results.

Instant results.

Instant ...

Gets results.

Proven results.

Remarkable results.

Fast-acting.

Effective.

Unmatched performance.

Unparalleled performance.

Does the trick.

Gets the job done.

Does the job.

It really works!

Never lets you down.

Established.

Firm.

Rock-solid.

Makes all the difference.

Never lets up.

Never falls down on the job.

Delivers the goods.

Delivers.

Pays off.

Find out for yourself.

Does a lot more for a lot less.

Increases productivity.

Boosts morale.

Just watch it go to work!

Builds motivation.

Out-performs and outshines the rest.

Sure-fire.

You can count on ~~~

Does it all.

Cuts down on.

Prevents.

Reduces.

Corrects.

Self-correcting.

Self-monitoring.

Cuts right through.

High-efficiency.

Tried-and-tested.

Error-free.

Maintains.

Restores.

Improves.

Protects.

Increases.

Accomplishes.

Raises.

Lowers.

Boosts.

Stops.

Provides.

Performs.

Acts with ...

Secure.

Stable.

Firm.

Furnishes.

Comes up with the answers.

Comes up with the goods.

Comes up with the results.

Acts.

Creates.

The end result is ...

In the final analysis.

What you see is what you get.

Does everything you expect - and more.

---

# *Exciting*

---

Stimulating.  
Tantalising.  
Gripping.  
Exhilarating.  
Titillating.  
Absorbing.  
Astonishing.  
Mind-boggling.  
Mesmerising.  
Spellbinding.  
Staggering.  
Hair-raising.  
Intoxicating.  
Heady.  
Breathtaking.  
Intriguing.  
Fascinating.  
Tempting.  
Stirring.  
Rousing.  
Spine-tingling.  
Galvanising.  
Electrifying.  
Alluring.

Seductive.  
Amusing.  
Sensational.  
Thrilling.  
Challenging.  
Compelling.  
Stunning.  
Striking.  
Startling.  
Shocking.  
Explosive.  
Tingling.  
Overwhelming.  
Arresting.  
A humdinger.  
Entertaining.  
Engrossing.  
Revealing.  
Provocative.  
Sizzling.  
Dynamic.  
Vivid.  
Vibrant.  
Racy.



Lively.  
Imaginative.  
Knockout.  
It's a knockout.  
Colourful.  
Piquant.  
Spicy.  
Bold.  
No holds barred.  
Never lets up.  
All the way!  
An adventure in ...  
Enlivens.

Wide awake.  
Eye-opening.  
Terrific!  
Top of the shop!  
Gets you out of your seat.  
Puts you in the right mood.  
Makes you think.  
Starts the action.  
Makes you sit up and take notice.  
Gives you the impetus to ...  
Compels you to ...  
Drags you by the hand.

---

# *Experienced*

---

Expert.

Professional.

Veteran.

Craftsmanship.

Ace.

A wizard at ...

Masterly.

Masters of the art of ...

A mastery of ...

Talented.

Qualified.

Authoritative.

Accomplished.

Highly accomplished.

Virtuoso.

Genius.

Ingenious.

Ingenuity.

Trained.

Skilled.

Gifted.

Capable.

A talent for ...

A flair for ...

The artistry of ...

The wizardry of ...

The right stuff.

The creative stamp.

Top-flight.

Our award-winning team.

Our highly-professional team.

Our qualified craftsmen.

The professionals.

We invented ...

We started it all.

The team by which others are judged.

We have the flair.

We have the talent.

We have the know-how.

We have the vision.

We pioneered ...

We developed ...

Pioneers in ...

... for more than (x) years.

Seasoned.

A lifetime's experience.

Established since ...

The original and the best.

Combined our resources.  
Combined our talents.  
Solid experience.  
Solid, sound, reliable.  
Endowed with ...  
We happen to be the ones who ...  
It was our foresight that ...  
It all boils down to talent.  
It all boils down to experience.  
It all comes down to know-how.  
It all comes down to who you can  
trust.  
Well seasoned.  
We've been through the experience mill.  
We learned in a tough school.

A crack team of ...  
... is our strong suit.  
... is our strength.  
Nothing takes the place of experience.  
Nothing beats experience.  
Competence well carried out.  
Proficiency.  
Expertise.  
Know-how.  
... doesn't grow on trees.  
You can't get it from books.  
There's no substitute for craftsman-  
ship.  
Craftsmanship isn't something you pick  
up overnight.  
We employ only qualified people.  
It's a knockout!

---

# ***Fantastic!***

---

Fabulous.

Stunning.

Magnificent.

Dazzling.

Bobby-dazzling.

Breathtaking.

Beyond belief!

You won't believe your eyes!

You'll see it, but you'll never believe it.

Beyond the wildest stretch of your  
mind.

Beyond your wildest dreams.

Unimaginable.

Incredible.

Amazing.

... will amaze you.

Astonishing.

Spectacular.

Sensational.

Breathtaking.

Awe-inspiring.

Awesome.

Sparkling.

Glittering.

Opulent.

Elegant.

Sumptuous.

Majestic.

Glorious.

Exalted.

Exquisite.

Great.

Striking.

Unforgettable.

A bravura performance.

Beyond your wildest dreams.

Undreamed of.

Wonderful.

Marvellous.

Remarkable.

Splendid.

Sublime.

Superb.

Terrific.

Stupendous.

Red-hot.

Monumental.

Extraordinary.

A towering achievement.

---

# *Fresh*

---

Wholesome.  
Cool and crisp.  
Pristine.  
Invigorating.  
Exhilarating.  
Springtime fresh.  
Dawn fresh.  
Oven-fresh.  
Sunshine fresh.  
Meadow fresh.  
Pasture fresh.  
Summer breeze.  
Like spring rain.  
Refreshing.  
Bracing.  
Brisk.  
Full of zest.  
Fresh scented.  
Flowery.  
Fragrant.  
A breath of ...  
A bouquet of ...  
The fragrance of wild flowers.  
Light as air.  
Soft.  
Dainty.

Delicate.  
Pastel-coloured.  
Pine-scented.  
Zingy lemon.  
Tangy lime.  
Cinammon flavoured.  
Kitchen-garden.  
A tonic.  
Natural.  
Homemade.  
Organically grown.  
From the earth.  
Natural goodness.  
Whiter-than-white.  
Old-fashioned goodness.  
All the goodness of natural ingredients.  
The freshness locked in.  
No additives.  
No artificial colouring.  
The way nature made it.  
The natural way to ...  
Will make you feel brand new.  
Revives your taste-buds.  
Revives jaded palates.  
From the garden to the table.  
Like a rose after rain.

---

## *Fun & Games*

---

Entertaining.

Amusing.

Diverting.

Hilarious.

Merriment.

Carefree.

Convivial.

Rollicking.

Rolling in the aisles.

Jolly.

Playful.

Giddy.

Sunny.

Festive.

Merry.

An orgy of ...

A riot of laughs.

Chuckle.

Giggle.

Chortle.

Guffaw.

Paint the town red!

Out on a spree!

Live it up!

Mirth.

Revelry.

Gaiety.

Carouse.

Make merry.

A celebration.

Extravaganza.

Frolic.

Revels.

Recreation.

Cavorting.

Festivities.

The fun starts here.

A bundle of laughs.

A bag of laughs.

A feast of pleasure.

Let yourself go.

Kick over the traces.

Get away from it all.

Let the good times roll.

Tickles your funny bone.

It's a laugh a minute.

It's a howl!

A riot.

All-singing, all-dancing ...  
Just for fun.  
Just for laughs.  
Just for kicks.  
A bacchanalian feast.  
All the fun of the fair!  
You'll be enraptured.  
Tomfoolery.  
Skylarking.

A romp.  
Saturnalian romp.  
Enjoyed by all.  
Fun for all the family.  
Leave your cares behind!  
Toss your hat over the chimney pot!  
Banter.  
Gilbertian.  
The pleasure seekers' paradise.

---

## *Honest-to-Goodness*

---

Honest.  
Truthful.  
Outspoken.  
Forthright.  
Candid.  
Straightforward.  
Frank.  
Open.  
Sincere.  
Genuine.  
Direct.  
Straight from the shoulder.  
Point-blank.  
Hard-hitting.  
Factual.  
Uninhibited.  
Unequivocal.  
Reliable.  
Reputable.  
Right up front.  
Honourable.  
Guileless.  
True blue.  
As good as our word.

No nonsense.  
Faithful.  
Candid.  
Scrupulously honest.  
Impartial.  
Men of our word.  
By fair means - not foul.  
Honour bright.  
The plain, straightforward, no-non-sense  
facts about ...  
The plain truth.  
Nothing but the truth.  
No holds barred.  
The cold, hard facts.  
Let the facts speak for themselves.  
Honest-to-goodness.  
Let's be honest about it.  
The whole truth about ...  
Straight talk about ...  
That's the answer - so what's the  
question?  
The nitty-gritty.  
In plain English.



We strip away the veneer of ...  
We pull no punches.  
We cast a critical eye over ...  
We explode the myths about ...  
We uncover ...

We expose ...  
We unearth ...  
You have our word for it.  
Let's put our cards on the table.  
You'd better believe it!  
The truth speaks for itself.

---

## *Intimate & Romantic*

---

Evocative.

Emotive.

Emotional.

Enchanting.

Captivating.

Enthralling.

Haunting.

Magical.

Mystical.

Dreamlike.

Passionate.

Intimate.

Romantic.

Torrid.

Smouldering.

Burning.

Kindled.

Rapturous.

Ravishing.

Breathless.

The eternal mystery of ...

A storybook romance.

Enchanted places.

Surrender to the charms of ...

Surrender to the spell of ...

Under the spell of...

Sets the mood for ...

In a romantic mood.

Life's most treasured moments.

The timeless world of ...

Creates an aura of ...

Such stuff as dreams are made of.

Start an affair with ...

Love will find a way.

Hearts are trumps!

Romance is in the air.

---

# *Improved*

---

New look.

New design.

New-improved.

Better than ever.

Redesigned.

Revised.

Re-activated.

Freshly revised.

Now with more ...

Now with added ...

Now with extra ...

Now with increased ...

Now with twice the ...

Modified.

Remodelled.

Restored.

Renewed.

Reformed.

Revived.

Expanded.

Enhanced.

Enriched.

Reorganised.

Re-created.

Restructured.

Refined.

Beautified.

New refinements.

The best simply got better.

Spruced up.

We've changed all the rules ...

We've gone one step better ...

We've transformed ...

We've improved on perfection ...

The first real improvement in ... since  
we made the last one.

Times are changing; and so are we.

We've moved with the times.

We've moved ahead of the times.

In touch with tomorrow.

It's a change for the better.

You'll find more to like than ever be-  
fore.

It's a move in the right direction.

A great stride forward.

You weren't getting tired of it - but we  
were!

You asked for a change, now you've

got it.

... by popular demand.

... by popular request.

... with all the same remarkable features

plus ...

Now you get even more for your money.

Now you get lots more ... to work with.

Now you get additional ... to take away.

---

# *Indispensible*

---

|                         |                                          |
|-------------------------|------------------------------------------|
| Crucial.                | The foundation of ...                    |
| Critical.               | The key to ...                           |
| Obligatory.             | At the nerve centre of ...               |
| Indispensible.          | The cornerstone of every ...             |
| Imperative.             | The basis of every good ...              |
| Essential.              | You'll wonder how you got on without it. |
| Basic.                  | The vital ingredient.                    |
| Vital.                  | The fundamental item.                    |
| Invaluable.             | Don't start without it!                  |
| An indispensable ...    | Requisite.                               |
| An absolute must.       | Necessary.                               |
| A modern-day necessity. | Much needed.                             |
| Important.              | How can you operate without it?          |
| Significant.            | The lynch-pin.                           |
| Urgent.                 | Need.                                    |
| You need it - urgently. | Want.                                    |
| The principle of ...    | Desire.                                  |
| The primary ...         |                                          |

---

# *Large & Lots*

---

Huge.

Mammoth.

Enormous.

Massive.

Jumbo-size.

Gigantic.

Monumental.

Immense.

King-size.

Full-length.

Tremendous.

Spectacular.

Titanic.

Leviathan.

Formidable.

Sizeable.

Colossal.

Gargantuan.

Substantial.

Of epic proportions.

Larger than life.

Brobdignagian.

Oversized.

Whopping.

Hefty.

Vast.

Super.

Stupendous.

Unlimited.

Boundless.

Rich.

Grand.

Prodigious.

Abundant.

An abundance of ...

Lion's share.

A bonanza.

A cornucopia.

A goldmine.

A treasure trove.

A host of ...

A wealth of ...

The sky's the limit.

More than any other ~~~ of its kind.

An endless supply of ~~~

More ... than you ever thought possible.

The largest ~~~ in its class.

Jam-packed with ~~~  
Brimfull.  
Loaded with ~~~  
Packed tight with ~~~  
Chock full of ~~~  
The widest possible selection.  
Here are just a few of the good things  
you'll find:  
Abounds with ~~~  
A multitude of ~~~  
A rich harvest of ~~~  
A rich profusion of ~~~  
A myriad ~~~  
More than you can count!  
Filled right to the top.  
We couldn't get any more in the pack!

~~~s galore and ~~~ by the score!  
Oodles of ~~~
Tons and tons of ~~~
Loads of ~~~
You'll need a wheelbarrow to take 'em
away!
Ample supplies of ~~~
Multiple ~~~
Plentiful.
Numerous.
Limitless.
Countless.
Commodious.
Spacious.
Voluminous.
Fruitful.
Luxuriant.

Look & Feel

Tactile.

Sensuous.

Voluptuous.

Ripe.

Sexy.

Earthy.

Sleek.

Luscious.

Gorgeous.

Shapely.

Handsome.

Elegant.

Attractive.

Alluring.

Appealing.

Dazzling.

Brilliant.

Intimate.

Contoured.

Ovoid.

Rounded.

Curved.

Whisper-soft.

Smooth.

Sheer.

Firm.

Textured.

Liquid.

Moist.

Creamy.

Effervescent.

Glittering.

Sparkling.

Soothing.

Tantalizing.

Vivid.

Warm.

Radiant.

Burnished.

Sunkissed.

Sunsoaked.

Sunswept.

Tropical.

A tropical sunset.

A crystal brook.

A limpid pool.

A roaring waterfall.

Wind murmuring in the trees.

Roses after rain.
Hail typewriting on the roof.
Sea-spray.
A host of golden daffodils.
Rain gargling in the drainpipes.
A pride of dandelions basking on the lawn.
The sun burning a hole in the blue blanket of the sky.
Wind and rain in frenzied argument.
A tumble of rooks riding the wind.
Seashells echoing their past.
The sun buttering the beaches like toast..
Sailing boats inhaling the wind.
Freezing rain chroming the branches.
Windows tissue-papered with frost.
Sky tie-dyed with clouds.
Dandelions freckling the face of the earth.
Primroses buttoned into banks and ditches.
Catkins thumbing a ride in the wind.
Clouds slipping on an icy sky.
Grass snapped to attention in a hard, white frost.
Moonlit.
Moondappled.

Luminous.
Sunlit.
Glowing.
Iridescent.
Rainbow-hued.
Prismatic.
Crystalline.
Cool.
Ice-capped.
Fiery.
Hot.
White-hot.
Fragrant.
Aromatic.
Bouquet.
Musky.
Tart.
Tangy.
Pungent.
Spicy.
Savoury.
Zesty.
Delectable.
Delicious.
Mouthwatering.
Sweet.
Luscious.

Crunchy.
Chewy.
Flaky.
Juicy.
Succulent.
Tender.
Crisp.
Subtle.
Clean.
A paradise.
Utopian.

Tranquil.
Billowing.
Calm.
Warbling.
Pealing.
Ringing.
Resonant.
Melodious.
Echoing.
Tempting.
Titillating.
Smooth as silk.
Soft as thistledown.
Velvety.

Low Cost

Inexpensive.
Big value.
Extra value.
More for less.
Money-saving.
Pound-stretching.
Amazing savings.
A once-in-a-lifetime bargain.
Pays for itself.
Low-cost.
Thrifty.
Economical.
The best deal in town.
You get more to the pound.
You really get your money's worth.
Unbelievable value.
Won't break the bank.
Easy on your wallet.
And you thought you couldn't afford a ...
At long last, a ... you can afford!
Just compare our prices.
Cost-effective.
Cuts costs at a stroke.

Cuts your overheads.
No unnecessary expense!
Helps you avoid costly mistakes.
It's this year's best buy - bar none.
And you save because ...
Remarkable cash savings.
Popularly priced.
Affordable.
At prices that make budgeting sense.
Marked down.
Designer quality at off-the-peg prices.
And you'll save money into the bargain!
It's a fraction of the original price.
We honestly believe that nobody can match our prices.
We've cut the middleman's profit!
We buy in bulk - you make the savings!
We're full of money-saving ideas.
Get ready for a low-spending spree.
Our advice comes absolutely free!
... and you don't pay a penny until ...
You pay nothing for our planning service.
Real, honest-to-goodness value for money.

Luxurious

Opulent.

Plush.

De-luxe.

Sumptuous.

Exquisite.

Elegant.

Magnificent.

Ambrosial.

Epicurian.

Invaluable.

Valuable.

Treasured.

Precious.

Beyond price.

An heirloom.

Splendid.

Superb.

Superior.

Ornate.

Embellished.

Distinctive.

Elite.

Rare.

Classic.

Excellence.

Glass-case quality.

Cabinet quality.

Impeccable.

Immaculate.

Faultless.

Flawless.

First-rate.

Top-class.

VIP.

Hand-crafted.

Hand-tooled.

Delicate tracery.

Finely crafted.

Fine grained.

Elegantly appointed.

Individually crafted.

Specially commissioned.

A masterpiece.

A masterwork.

Limited edition.

Intricately worked.

Delicately worked.

Craftsmanship.

Fancy.
Glittering.
Gilt-edged.
Gilded.
Refined.
Up-market.
Always in perfect taste.
Where excellence is tradition.
Becoming more precious with time.

Its value increases with the years.
Spoils you for anything less.
For the discerning few.
For those who won't settle for second
best.
For those who demand excellence.
A ~~~ of distinction.
Demonstrates impeccable taste.
A tribute to your good taste.

New & High-Tech

State-of-the-art.

Revolutionary.

Brand, spanking new!

It's the latest thing in ~~~

Space-age technology.

Up-to-date.

In touch with tomorrow.

Up-to-the-minute.

Ultramodern.

The very latest technology.

Futuristic.

21st century ...

Trailblazing.

Groundbreaking.

Remarkable new ...

Scientifically developed.

Highly sophisticated.

Designed for today's ...

Designed for tomorrow's generation.

Innovative.

Contemporary.

Current.

Keeps pace with ...

Makes all the others obsolete.

Just published.

Just released.

Here's another first from ...

A great new idea from ...

A fresh approach to ...

A totally new concept in ...

In the vanguard of ...

Heralding a brand new era in ...

Now available.

Available for the first time.

Introducing ...

Welcome to ...

It's the new look in ...

...and you'll know you've looked into
the future.

Straight out of tomorrow.

It's the ~~~ revolution.

For tomorrow's business needs.

New horizons.

A fresh approach to ...

Second generation ...

The ~~~ of the future.

Adds a new dimension to ~~~

A radical departure.

A novel approach.

The world's first ~~~

The first and only.

All-new, all-action ~~~

Precision ~~~

Computer technology.

Modular.

A completely new overview of ~~~

Unprecedented.

Topical.

Now the world can know ...

It's so new, we haven't named it yet!

What's new?

Opportunity Knocks

Self-improvement.

Self-confidence.

Self-esteem.

Your chance to ...

Opens the way to ...

... a golden opportunity.

... a once-in-a-lifetime chance.

.. a new you.

The chance to use your talents.

Unleashes your creativity.

Unlocks your mind.

Stretches your mind.

You've dreamed about it - now you can do it!

Awakens your sense of adventure.

Awakens your spirit.

Live your dreams.

Widens your horizons.

It's an investment in your future.

Lets you in on the ground floor.

Puts you in the driving seat.

Practical, hands-on training.

You'll learn by doing.

You'll get a new perspective.

Gives you a competitive edge.

Keeps you ahead of the game.

You'll have a clear advantage.

Skills you will use for the rest of your life.

Here's the chance to use those hidden talents.

Go for it!

Get up and go!

You owe it to yourself.

Yes - you can do it!

You start with the basics, then quickly move up to ...

You'll feel so good, it'll hurt!

Move on for ...

Move ahead with ...

Succeed.

Self-mastery.

Knowledge.

Education.

Wisdom.

Strive.

Go for goal!

You'll feel more confident, you'll *be* more confident!

You'll feel as good as you look.

It's all up to you.

Fulfillment.

Success can be yours.

The possibilities are endless.

Nothing's impossible if you ...

Everything is possible to the one who ...

Unlock your potential.

Be the success you were meant to be.

Invest in yourself.

Reach for the stars!

This is the road to success.

The gravy train is leaving. Be on it!

Your ship is about to come in.

It's jam today - and tomorrow too!

If you can hack it, ...

Take the bull by the horns.

Take life by the throat.

Take the world by storm.

Go hand-in-hand with success.

To start any journey, you must take the first step.

Peace of Mind

You can rely on ...
Shelters you from ...
Insulates you against ...
Guards you against ...
Full protection.
Total security.
Your guarantee of ...
Your assurance of ...
Your protection against ...
Protects your investment.
Protects your valuable ...
Now you can forget about ...
You won't lose any sleep over ...
Saves you needless worry.
You'll never again have to worry about ...
Puts your mind at ease.
It takes care of itself.
Takes the guesswork out of ...

No more guesswork.
Now you're in control.
You can bank on it.
You can rest easy.
You can count on it.
You can depend on it.
Just forget it's there!
So ...with confidence.
We're always here when you need us.
All you have to do is call.
You're completely covered, anywhere in the country.
... so in the unlikely event of a problem, just ...
Day or night, the ... is looking after ...
Total privacy.
Secluded.
A haven of ...
Safe and sound.
A bulwark against.

Powerful & Compelling

Muscular.

Masterful.

Sinewy.

Herculean.

Titanic.

Dynamite.

Explosive.

Overwhelming.

Unyielding.

Unrelenting.

Mighty.

Dynamic.

High-powered.

Forceful.

Potent.

Intense.

Dominating.

Packs a real punch.

Packs a wallop.

Knocks your socks off!

Never lets up.

Elemental.

Mind-blowing.

Stunning.

Staggering.

Primitive power.

Raw energy.

Shocking.

Electrifying.

Electric.

With lightning force.

Vibrant.

Vitality.

Energy.

Vigor.

A knockout.

Riveting.

Mesmeric.

Drive.

Urge.

Enforce.

Practical & Useful

Functional.

Practical.

Flexible.

Adaptable.

Versatile.

Applicable.

Usable.

Handy.

Helpful.

Just right.

Bang on.

Perfect for ...

Ideal ...

Multipurpose.

Worthwhile.

Just made for you.

Right up your street.

Geared to your needs.

Designed for your needs.

Tailored to your needs.

Tailor-made.

Custom-built.

Personalised.

Customised.

Suited to your purpose.

Created especially for you.

The perfect complement to ...

A perfect match.

Equally at home in ... or ...

The ideal companion to ...

Compatible with ...

Designed specifically for ...

Designed for the person you are.

Designed for the ... in your life.

Fits you like a glove.

An expression of your ...

Brings out the real you.

Can be used in conjunction with your existing ...

Will serve as a ... as well as a ...

For every purpose.

Fits right in.

Fast and easy to use.

Perfect for home, office or school.

Ideal indoors or out.

All-purpose.

Has a wide variety of uses.

Doubles as a ...

Profitable

Money-making.

Money-making opportunity.

Reach profitable new markets.

Increase your turnover.

Double your sales - double your profits.

Pays big dividends.

A new profit source.

Watch your money grow.

Growth potential.

A wise investment.

The opportunity of a lifetime.

For the aggressive investor.

Generates profits.

Generates revenue.

Over ... million already sold!

Hot sellers.

Bestsellers.

Perennial bestsellers.

Make money the easy way!

Turn your ... into gold!

A golden opportunity to ...

Profit from ...

Cash in on ...

Make a packet from ...

It's money in the bank.

Unlimited earnings.

Top dollar.

Top salary.

High yield investment.

Multiplies your investment.

Protect your investment.

Run a successful ... business.

Rack up the profits.

Watch your profits soar!

Stock up and sell!

Put 'em where they can be seen, picked up and bought!

They virtually sell themselves.

Put them on your shelves and watch them move.

You'll be laughing all the way to the bank.

One of the fastest-selling lines in our range.

The 3-step formula for success.

Your till will ring-a-ding-ding!

There's a lot more in it for you.

As good as gold.

Would you stake your reputation on a ~~~ that doesn't have one?

Rank & Standing

| | |
|--------------------|---|
| Class. | Distinction. |
| Prestige. | Dignified. |
| High-ranking. | Pre-eminent. |
| Cachet. | Members only. |
| Exclusive. | In good standing. |
| Elite. | You'll be in good company. |
| Select. | You'll join the ranks of ... |
| Discriminating. | Automatically entitles you to ... |
| Strictly private. | Puts you in touch with ... |
| Aristocratic. | Gives you an insider's view of ... |
| Genteel. | Get the VIP treatment. |
| Decorous. | Identifies you as a ... |
| Civilised. | Until now, only a very fortunate few |
| Cultivated. | have been able to ... |
| Well-bred. | Will confer upon its owner ... |
| Creme de la creme. | All the kudos of a brand new ... |
| Carriage trade. | You'll be party to ... |
| Celebrity. | Don't settle for anything less than ... |
| Notability. | Belongs in the home of every thinking |
| Character. | person. |
| Eminence. | The thinking (man's/woman's) ... |

Reliable & Durable

Strong.

Solid.

Heavy-duty.

Rugged.

Durable.

Tough.

Hard-wearing.

High-impact.

Virtually indestructible.

No-nonsense.

High performance.

Will never let you down.

Practical.

Functional.

Dependable.

Tamper-proof.

A proven track record.

Made to exacting standards.

Constructed to minute tolerances.

Made to exacting specifications.

Quality controlled.

Carefully tested.

Precision engineered.

Craftsman-built.

Made to last.

Built to withstand.

There's no compromising on quality.

The finest workmanship combined with top quality materials.

Rigorous standards.

Stringent standards.

Each one individually tested.

Proven techniques.

Gets to grips with ...

Stands up to ...

Will takes all the knocks a ... can hand out - and then some.

Impervious to acids, oils and solvents.

Will last a lifetime.

The quality you've come to expect.

Valid.

Trusted.

Tried-and-tested.

Tested on five continents.

Every one carries the ... seal of approval.

Tested and approved by an independent panel of experts.

Respected

Prominent.

Significant.

Prestigious.

Premier.

Influential.

Celebrated.

Illustrious.

Eminent.

Noted.

Noteworthy.

Notable.

Renowned.

Famous.

Accomplished.

World-class.

Honoured.

Outstanding.

Revered.

Prize-winning.

Major.

Dominant.

Commanding.

Esteemed.

Acclaimed.

The country's most respected ...

The country's most distinguished ...

A Who's Who of ...

The most widely discussed ... ever.

The most widely imitated ...

The absolute ...

The finest of its kind on the market today.

The brand-leader in ...

Has won the acclaim of ...

Has won accolades world-wide.

A ~~~ of real distinction.

Regularly used by the following big names: ...

Quite simply, the best there is.

No argument - it's the world leader in ...

Everything pales by comparison.

One million customers can't be wrong!

It's the first name you think of.

Mention ~~~s and our name will head the list.

It's the talk of the town.

Before you make a decision, speak to a few of our customers.

Head and shoulders above the rest.

Satisfaction Guaranteed

A pleasing sight.
A welcome change.
A charming outlook.
A delightful way to ...
Happiness is ~~~ shaped.
Delightful.
Hits the spot!
Lie back and enjoy it.
Sit back and love it.
Your passport to ... Pleasure.
For your enjoyment.
You'll be delighted.
You'll be tickled pink.
You'll be knocked sideways.
You really will fall in love with a ~~~
You'll appreciate ...
You'll go crazy for ...
Use it again and again.
Use it to your heart's content.
For giving and for getting.

Taste the difference!
Just imagine the fun you'll have.
Fun for all the family.
You'll have the time of your life..
Like being young again.
Like being in love for the first time.
What's wrong with a little self-indul-
gence?
For once in your life - live!
Live a little!
Entertains while it educates.
Satisfies your need for ...
Will tickle your fancy.
It'll make you feel good all over.
It makes you feel brand new.
A delight for all the family.
For countless hours of family fun.
You'll be captivated.
You'll be as happy as Larry.
You'll be over the moon with ...
Puts happiness into orbit.

Service & Assistance

Monitors.

Assists.

Backs you up.

Backs your sales.

Helps you to ...

Allows you to ...

Performs.

Advises.

Solves your problems.

Our dealers are trained to solve problems.

Problems solved - fast!

Wrongs righted.

We get back to you in a hurry.

Technical assistance.

Logistical support.

Test-benching.

Full training given.

Delivery and installation - free.

A full installation service.

We tackle modifications, too.

Business documentation.

Sales projections.

Site management.

Scheduling.

Quantities.

Full specification quantities.

Estimating.

Assessment.

Comprehensive design service.

Eyeball to eyeball briefing.

Inventory management.

Costing.

Every quotation is hard-and-fast.

On-site consultation anytime.

Industrial counter-intelligence.

Debugging.

Distribution.

A full-service agency.

Precision marketing.

A comprehensive management tool.

Instant feedback.

Site selection.

We're on site in minutes rather than hours.

You're never very far from a ~~~ depot.

Your call receives priority treatment.

We never forget that you are our livelihood.

We never forget you have a choice.

It's our job to help you.

... because that's what we're paid to do.

We do all the work for you.

You get professional assistance 24 hours a day.

We're on call 24 hours a day, 7 days a week.

You get a first-class product - and a back-up service to match.

We guide you every step of the way.

We're in business to help your business.

We work harder to make it happen for you.

We go out of our way to ...

We do everything possible to ...

We leave no stone unturned to ...

You get it when, where and for as long as you need it.

Small & Light

Mini-.

Micro-.

Miniature.

Compact.

Slim.

Compact styling.

Scaled down.

Petite.

Tiny.

Diminutive.

Minute.

Microscopic.

Lilliputian.

Dwarf.

Pygmy.

Midget.

Elf-like.

Elfin.

Pocket-size.

Fits easily into your pocket.

Neat.

Space-saving.

It's the same size as a (comparison).

Fits into just (dimensions).

Takes up only a ...of space.

Completely portable.

Can go anywhere you can go.

Diminished.

Compressed.

Concise.

Brief.

Abridged.

Condensed.

Fits almost anywhere.

In a nutshell.

Lightweight.

Feather-weight.

Light as a feather.

Light as thistledown.

Smaller and lighter.

Delicate.

Cute.

Intimate.

A soupcon of ...

A dash of ...

A tot of ...

A pinch of ...

Hardly more than ...

Pithy.

Laconic.

Succinct.

Terse.

Compressed.

Dense.

Slender.

Slight.

Dinky.

Whit.

Superlative

Outstanding.

Excellent.

Superlative.

First-class.

Superb.

Brilliant.

Ace.

Distinguished.

Unparalleled.

Unmatched.

Unrivalled.

Never excelled.

Paramount.

Incomparable.

Second-to-none.

El supremo.

Numero uno.

A-number one.

Supreme.

Top rate.

Acme.

Apex.

Zenith.

First class.

Highest quality.

Top-ranking.

The tops.

The best in the business.

The aristocrat of ~~~

The ultimate in ~~~

The definitive ~~~

Outclasses everything else.

Out of sight!

The standard by which others are judged.

Sets the pace.

In a class of its own.

Top-notch.

The undisputed leader.

The champion.

Nobody does it better.

Unbeatable.

Impeccable.

Immaculate.

Perfect.

Premium quality.

Nobody else comes close.

Nothing can touch it for. ...

Surpasses.

Outshines.

Outclasses.

Outstrips.

Outruns.

Outsells.

Outmanoeuvres.

Outpaces.

Gives you more than all the others
combined.

Just about the finest you can own.

Timely Arrival

At long last ...

Isn't it about time ...?

Just in time for ...

It has finally arrived!

It's happened!

It's here!

At last, the ~~~ you've been waiting for.

... and just when you need it most.

... and just when you thought.

It was only a matter of time before ...

Remember - you saw it here first!

The ~~~ whose time has come.

Long overdue.

Long awaited.

A welcome change from ...

We did it!

Punctual.

Prompt.

Suddenly!

New arrival!

At short notice.

Before you can say ...

On the spur of the moment.

Before the ink is dry.

In a flash.

In a wink.

At a stroke.

At one fell swoop.

On the instant.

Quick as you like.

Helter-skelter.

Tried & Tested

Proven.

Tested.

Certified.

Has stood the test of time.

Known and loved.

Authentic.

The real thing.

The real McCoy.

Honest-to-goodness.

Genuine.

Valid.

The genuine article.

The one and only.

Unique.

Real-life.

True-to-life.

Lifelike.

Realistic.

Legitimate.

Backed by ...

True to ...

Faithful to ...

Pure.

Fidelity.

Still made to the original formula.

Uses the original recipe.

Don't wear imitations.

Realistic.

Actual.

The way ... used to make it.

The original ...

Why buy substitutes?

Trusted.

Trustworthy.

Accurate.

Authoritative.

Just like it always was - and always will be.

50 years of success hardly suggests a change now!

Unique

The only one of its kind.

Incomparable.

One on its own.

Matchless.

There's nothing else like it.

Original.

Alone.

Individual.

Peerless.

Rare.

Single.

Sole.

Inimitable.

Different.

Novelty.

One of a kind.

As different as chalk from cheese.

Unlike any other.

Unprecedented.

Out of the ordinary.

Prodigy.

Wonder.

Miracle.

Missing link.

Curiosity.

Phoenix.

Chimera.

Sphinx.

Exclusive.

Uncommon.

Distinctive.

Remarkable.

Extraordinary.

Exceptional.

The exception to the rule.

The exception that proves the rule.

Quaint.

Exotic.

Baffles description!

Goes solo!

Singular.

Daringly different!

Unconventional.

A brand new approach to ...

A refreshing change.

It's ~~~ with a difference!

Uniquely designed for ...

Uniquely suited to ...

Specially formulated for ...

Nobody else gives you ...

Uniquely practical, practically unique.
Something new; and something very
different.

In a class of its own. In fact, they
haven't yet devised a class to put it in!
A rare find - and you've found it.

Vogue

All the rage.
All the fashion.
In vogue.
In style.
It's really in !
Crucial.
Wicked!
Excellent!
Right on.
Neat.
Together.
Where it's at.
On the street.
Righteous.
Cool!
The in thing.
The hottest ~~~ in town!
The new look.
That certain je ne sais quoi.
A la mode.
Snazzy.
Pizzazz!
With panache.
Now you've got flair!
Fashionable.

Fashion conscious.
Fashion minded.
Awesome!
Trendy.
Savoir faire.
Peppy.
Funky.
Funky threads.
Smart set.
Chic.
Elegant.
Glamorous.
Hot property.
Sassy.
Flashy.
Splashy.
Top gear.
Snob clobber.
Mega.
Dishy.
Hot stuff.
Classy.
Macro!
Current.
The right stuff!

| | |
|------------------|------------------------|
| Natty. | High society. |
| Rakish. | Well tailored. |
| Wild! | Well bred. |
| The glitterati. | Classical elegance. |
| Slinky. | Classically simple. |
| Sleek. | Worldly. |
| Svelte. | Statuesque. |
| Suave. | Designer ... |
| Sophisticated. | Poser threads. |
| Debonaire. | Distinctive. |
| Dashing. | Exclusive. |
| Dapper. | Bespoke. |
| Slender. | Sporty. |
| Slim. | Tasteful. |
| Bold. | Correct. |
| Daring. | Stylish. |
| Outrageous. | The height of fashion. |
| Dressed-to-kill. | Poised. |
| Out of sight! | Jaunty. |
| High-five. | Showy. |

A note of caution may be in order here. Depending on the context in which you intend using them, please remember that the above have a shelf-life. If you are old enough to recall the common currency of words like *groovy*, *fab* and *hip*, the warning will not be lost on you. However, I am informed that, in the popular music industry, the word *hip* has never died. Ah, well....