

Attention-Getting Words and Phrases For Hot-Selling Copy

The right words help you express the function of your product or service with flair. They add color and drama to your presentation to make it more interesting. Try to use words that evoke emotions and vivid mental pictures. Let your prospect enjoy a little fantasizing about what his or her life could be like.

Employ selected words solely for their shock value. Stop readers in their tracks. You demand attention by using words and phrases not normally associated with your type of business, product, service, or your chosen communications vehicle.

Add an original twist. Do something that's slightly off-kilter. Out of the ordinary words, phrases, questions and combinations are naturally interruptive, capturing the attention and arousing the curiosity of the scanning prospect.

Avoid worn-out, generic descriptions and all clichés. Common expressions that have been used over and over again lack the important headline requirement of stop-ability.

Find words that characterize what you're offering in a descriptive and appealing way.

Incorporate unusual or descriptive company or product names into your headline. Be aware that most typical names probably aren't good candidates for this technique. It takes a special name to make this work. A unique or catchy name linked by association to a powerful benefit can have far-reaching positive implications.

Consider using quick-phrasing combinations that communicate instantaneously, without the need to read each individual word in order to comprehend the meaning. Instant recognition phrases include such combinations as: *free report*, *24-hour service*, *lose weight*, etc. The sooner you can transfer your message to the mind of the over-stimulated, time-poor prospect—the better.

Add pizzazz by linking your benefit to a well-known name. Using a name that prospects can relate to, increases readership due to its' instant recognition. Possible names include famous people, cities, buildings, tourist attractions, companies or well-known products.

Use words that have attention-getting capability because they aren't often used for promotional purposes. Commonly used terms simply blend in, producing less than desirable results.

Select a small group of words that resonate with your audience. Choose your words wisely. You only have a few short seconds to capture attention and interest. You have only one shot at winning an audience. Develop your most powerful and most concise sales message.

Employ strong action words that involves prospects and activates their interest.

Capture and record attention-getting words culled from other sources such as radio ads, billboards, magazines, etc. Jot them down and later transfer these to a file folder or computer file that you can use as a reference the next time you need to come up with a great headline. Try to string together several of these words into a powerful headline. This gives you another formula for creating effective headlines.

Proven Effective Headline Words

You
You're
Secrets
Now
New
Free
Proven
Money
Guaranteed
Magic
Winning
Introducing
Announcing
Results
Facts
Easy
Instantly
Breakthrough
Amazing
Reveals
Yes
Here
Quick

Discover
Only
How
Exciting
Discover

Eye-Catching Words

Secrets
Amazing
Shocking
Revealing
Surprising
Magic
Seductive
Important
Warning
Suddenly
Stop
Urgent
Vital
Confidential

Explosive
Thrilling
Electrifying
Win
Sex
Startling
Stunning
Remarkable
Beauty
Beautiful
Sizzling
Vivid
Dynamite
Heart-Wrenching
Dazzling
Mouth-Watering
Delicious
Gift
Fun
Potent
Mind-Blowing
Successful
Hot
Daring

Alluring
Provocative
Make
People
Money
Results
Sale
Better
Discount
Save
Soar
Unlock
Look
Formula
Blockbuster
Revolutionary

Action Words

Unleash
Earn
Keep
Look
Discover
Find
Reap
Harvest
Uncover
Obtain
Slash
Secure
Protect
Win
Get
Use
Have
Own
Accomplish
Achieve
Garner
Compare
Make
Hurry
Boost
Burst
Enjoy
Imagine
Explode
Grasp
Reach
Attain
Blast
Profit
Benefit From
Profit From

Some Additional Favorites

Powerful
Strong

Health
Unique
Surprise
Odd
Quickly
Limited
Security
Safety
Safely
Special
Superior
Expert
Ultimate
Increase
Surefire
Fascinating
Startling
Miracle
Fortune
Profitable
Wealth
Quick
Remarkable
Unparalleled
Suddenly
Excellent
Tested
Proven
Reliable
Sensational
Improved
Direct
Better
Refundable
Interesting
Challenge
Profits
Profitable
Informative
Revealing
Practical
Bonus
Plus
Gift

Selected
Instructive
Valuable
Sensational
Trusted
Genuine
Important
Critical
Quality
Sturdy
Unsurpassed
Outstanding
Exclusive
Lavishly
Scarce
Useful
Rare
Strange
Valuable
Discount
Reduced
Lowest
Popular
Special
Wanted
Power
Who
Want
Why
Which
Hot
Attractive
Famous
Successful
Professional
People
Unusual
Weird
Highest
This
Profusely
Absolutely
Simplified
Practical

Colorful
Approved
Delivered
Easily
Authentic
Bargain
Unlimited
Surprising
Beautiful
Big
Huge
Mammoth
Enormous
Gigantic
Colossal
Bargain
Complete
Full
Confidential
Greatest
Helpful
Immediately
Largest
Endorsed
Crammed
Latest
Noted
Personalized
Sizable
Terrific
Lifetime
Tremendous
Unconditional
Wonderful
Formula
Alternative
Truth
Flourish
Enterprising
Solution
Incredible
Crucial
Daring
Explosive

Floodgates
Bonanza
Timely
Energy
Energizing
Surging
Wanted

Favorite Headline Word Combinations And Action Phrases

How To...
How Would...
How Much...
Who Else Wants...
Inside Secrets Of...
Do You...
100%-Guaranteed!...
Little-Known Secrets...
Closely-Guarded Secrets...
How Would...
Advice To...
At Last...
Money-Making...
Special Offer...
Limited-Time Offer...
Act Now To Get This...
Money-Saving...
No-Risk...
Zero-Risk...
Must See...
Must Attend...
The Shocking Truth About...
Do YOU...
What You Should Know About...
Complete Details, FREE...
Free Report (Booklet, Book,
Cassette, etc.) ...
Call Now For ...
Limited To The First ____
(quantity) To Reply...

Limited-Time Opportunity...
 How You Can...
 You Get...
 You Have...
 Facts You...
 Profit From
 Save Time...
 Save Money...
 If You're Serious About...
 The Truth About...
 Free Bonuses...
 The Single Most-Important...
 Let Me Show You...
 Once In a Lifetime...
 Learn To...
 Make Money...
 Secrets Of The Pro's...
 Don't Spend Another...
 Trade Secrets Of...
 Key Secrets To...
 Urgent Information...
 Surprising New Discovery...
 13 New Ways To...
 Do You Feel...
 Do You Have...
 You Can Start With Less Than...
 Starting Off With...
 Yours Free...
 Discover How To...
 The 3 Secrets That Can...
 If You Qualify, You Could...
 Yes You Can...
 Could This Be...
 What Would You Do...
 Are You...
 If You Have...
 If You Are...
 No More...
 When It Comes To...
 Here, At Last...
 For Preferred Customers Only...
 Take Advantage Of...
 Make The Most Of...
 Reserve Your...

Act Fast And You'll Also Get...
 Are You Ready...
 Nothing Else Compares To...
 Our Best-Selling...
 New Lower Price...
 For Busy People...
 If You're Worried About...
 Top 10 Reasons To...
 You're Invited To...
 Prepare For...
 The Ultimate In...
 Makes Life...
 Looking For...
 The Perfect...
 The Quickest Way To...
 Individually Designed...
 There's Nothing Quite Like...
 One-Of A-Kind...
 Personalized Service...
 Starts Working Instantly...
 The Intelligent Way To...
 No-Nonsense Advice...
 100% Pure...
 Designed To...
 Built To...
 A Breakthrough System For...
 A Breakthrough Formula...
 It's So Easy, The Only Thing You
 Need Is...
 Take One Moment...
 Time-Tested...
 Proven To...
 Everything You've Ever Wanted
 From...
 It Works ...
 You'll Never Have to Worry
 Again...
 Simple But Powerful...
 A Safe, Easy Way To...
 The Safe Way To...
 Worry-Free...
 Pamper Yourself With...
 Everything You Need To...
 Isn't It Time...

A Simple Solution To...
 Results In Just...
 For The Serious...
 You'd Never Guess...
 Now It's Yours...
 Last Chance For...
 Last Chance To...
 Absolutely Free...
 For Less Than...
 Get Ready To...
 Join (Hundreds, Thousands,
 Millions) Of Others Who...
 Used By...
 Plus... You Get...
 Get Ready For...
 Take Advantage Of...
 Your Chance To...
 The Choice Of...
 Knocks Your Socks Off...
 Information-Packed...
 More Powerful Than Ever...
 Free Trial Size...
 Yours Free If You Act Now...
 Here's How...
 Now Available...
 Treat Yourself...
 Thousands Have Been...
 Which Of These...
 Astounding New _____
 Secrets...
 7 Reasons To...
 Best-Kept Secret...
 12 Proven Steps To...
 Reveals Powerful Secrets...
 Now You Can...
 Proven Steps To...
 Gives You The Added Advantage
 Of...
 Are You Still...
 Say Goodbye To...
 Closely-Guarded Secrets...
 Reserve yours now...
 A Breakthrough In...
 The Choice Of...

In Test After Test...
 Surprisingly Simple...
 Remarkably Rugged...
 As Easy As...
 Easy To...
 Hassle-Free...
 Makes _____ Easier (Faster,
 Trouble-Free, More Convenient,
 Disappear, etc.)...
 _____ Made Easy...
 Easier Than Ever...
 You'll Wonder Why...
 One Call Away...
 One Time Only...
 _____ Without The
 Problems...
 Your One-Stop Source For...
 Cash In On...
 Everything You Need For...
 Professional Results With...
 Instant Impact...
 Helps You...
 The Next Best Thing To...
 Unlock The Hidden...
 Perfect For Any...
 Limited Edition...
 Never Before Seen...
 It's So Simple, Even...
 Satisfaction Guaranteed...
 At Last...
 Advice To...
 100%-Guaranteed...
 Guaranteed To...
 Unconditionally Guaranteed...
 Money-Back Guarantee
 No Questions Asked Guarantee...
 Zero Risk...
 No Risk...
 Guarantees You...
 Discover The Magic Of...
 Get More...
 If You're Looking For...
 Learn To...

Beyond Your Wildest Dreams
(Fantasies, Expectations, etc.)...
For Fun And Profit..
Live Like...
Enjoy The Ultimate...
Experience The Thrill...
You've Never Seen...
For That Special...
What Better Way To...
Tired Of The Same Old...
Instant Results...

Words To Avoid

In your headlines, you'll want to be certain that each word contributes to the collective power of the headline. Keep it up-beat and positive. It's okay to remind readers of their pain, but, always follow it up with a powerful, positive solution that promises to alleviate their pain and replace it with pleasure.

Keep an eye out for words that have negative connotations. Eliminate dull, uninspiring words that fail to grab prospects attention. Your task is to keep prospects interested and enthused and this can only be done with words that evoke positive feelings.

Always review your headline for words that lack power. Carefully scrutinize your words and edit out any word that fails to: A) contribute meaning, or... B) help hold the sentence together. Avoid common modifiers like "very" or "extremely". You'll also want to be sure that your headline is unique and that means not using the same words that your competition uses. Take a good look at each and every word. That's how masterful headlines are created.

Following is a short list of words you might want to avoid using in your headlines because of the images associated with them. There's no absolute rule against using these, but if you do, be sure that you don't cast a mood that's too negative or gloomy.

Death
Destruction
Dead
Poor
Fail
Sell
Hard
Wrong
Negative
Disaster
Difficult
Deal

Pain
Liability
Bad
Failure
Obligation
Decide
Cost
Loss
Contract
Worry