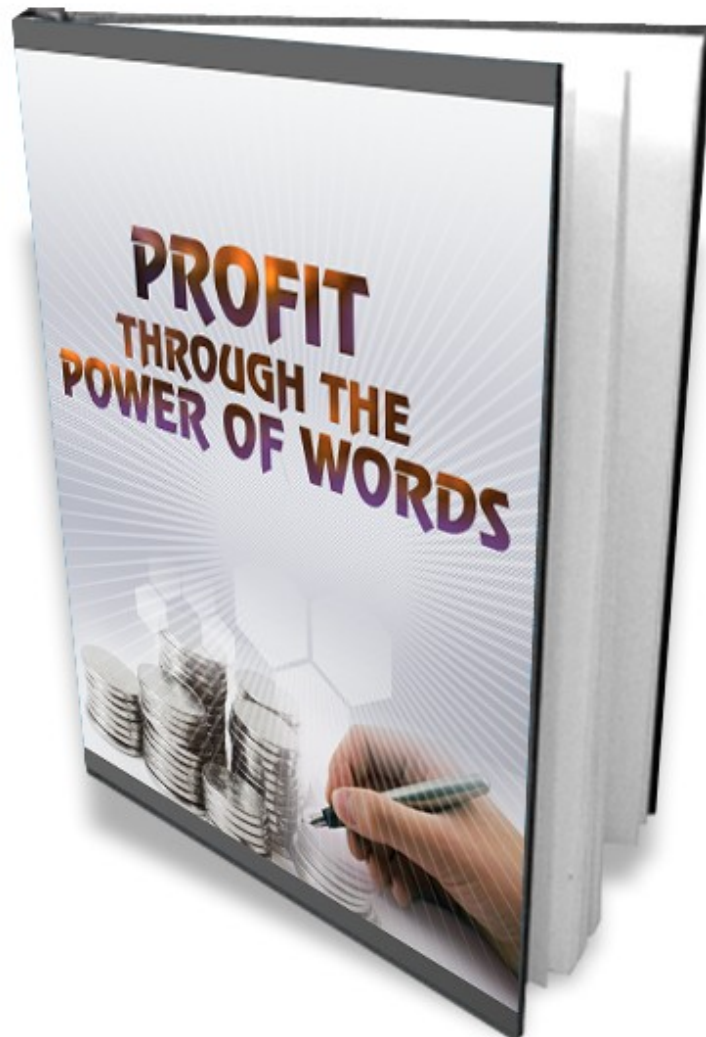


**PROFIT THROUGH THE  
POWER OF WORDS**



## **Profit through the power of words**



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## PROFIT THROUGH THE POWER OF WORDS

### Introduction

Have you ever been in a far off land where you didn't speak one word of the language? How powerless did that make you feel, having no idea what people around you were saying, while having no ability to communicate with people?

It is a lousy feeling, right? However, it demonstrates just how powerful words really are. No doubt, most of us go through every day without ever thinking about the power of words for one moment but the fact is, without words, communication doesn't exist.

Think about it for a moment, and you will realize that words control almost everything you do on a daily basis. They hold an infinite amount of power over your actions and emotions, with the ability to make you happy or sad, angry or calm.

Think back over history and the power of words becomes apparent. Every junior high school student has heard of Shakespeare and Walt Whitman, and the tools of their trade were words. Remember the stirring and evocative speeches of the great orators like John F. Kennedy, Martin Luther King or Winston Churchill, and again you have people who were able to weave a magical spell with nothing more than the same words that you and I use every day.

All of these people were able to put forward a powerful and resounding message because they had the ability to use words in a spellbinding way. That made people think and reconsider what had previously believed to be right or correct.



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The power of words is something that you cannot afford to ignore as an online business operator or internet marketer. If you can use words as well as any of the aforementioned expert wordsmiths, you will be able to craft sales copy and promotional messages that will almost guarantee the long-term success of your business.

Words have the power to enthrall your prospects, pulling them in to the very heart of your message, convincing them that they need what you have to offer. They can grab and hold the undivided attention of your prospects and potential customers. It is through words that you can build a relationship, which will thrive as long as you continue to use words as powerfully as you did at the beginning.

When it comes to writing powerful copy that is going to convince the reader to do what you want to do, the more powerful your copy is, the more success you are likely to achieve. It makes sense to try to develop and grow your vocabulary each and every day.

There is no necessity to turn this requirement into a task or a chore. All you need to do is use sites like [dictionary.com](http://dictionary.com) and the online [Oxford English dictionary](http://Oxford.English.dictionaries.com) to pick up and learn their word of the day.

Using an [online thesaurus](http://online.thesaurus.com), which will teach you alternative words to those that you already know, is another invaluable way of developing your vocabulary.

Remember that this is not intended to be a school lesson.



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You do not have to consult these resources every day, but it is a fact that the more you can develop your vocabulary, the more powerfully you will be able to write.

This does not mean that you should use more complicated language than is necessary. After all, effective online marketing messages are those that are aimed at someone with the linguistic abilities of the average high-school student.

Trying to be too smart or clever is always counter-productive, because if your sales message sails straight over the head of your intended target prospect, you are never going to successfully land the sales that you are seeking.

The idea of extending your vocabulary is not to enable you to baffle or bamboozle your targeted prospects.

In fact, the opposite is true. The idea is to enable you to 'talk to' the people at whom your sales messages are aimed in a way that they understand, appreciate and act upon.



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### **You cannot please everyone**

#### **Write for someone, not everyone...**

As an online marketer, it is natural that you want to attract as many customers to your business as possible. No matter what it is you are promoting or selling, it is tempting to try to attract as broad a range of people as possible in an effort to maximize the income of your business.

However, trying to appeal to everyone is always a mistake, because it almost naturally follows that if you do so, your message ends up appealing to no-one. This is why most expert writers and copywriters will tell you to have a clear picture of your perfect targeted prospect and/or customer very firmly fixed in your mind when you are writing anything.

Here's a little experiment which you can try which will clearly demonstrate why this is so important.

Every time you speak to anyone in the next 24 hours, think about the way that you're speaking to them to see whether you speak to everyone in exactly the same way. I can almost guarantee that if you are honest with yourself, you will very quickly realize that you have a different 'voice' when talking to different people, because we all do.

For example, you would speak to your elderly mother in a completely different way to how you would speak to your young children. You would not speak to your subordinates in the office in exactly the same way as you would talk to the CEO.



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Now, imagine what would happen if you try to speak to everyone in exactly the same 'voice' or manner. You can almost guarantee that you would upset some people and you might well lose your job if you spoke to the CEO of your company in exactly the same way as you speak to your five-year-old son!

Exactly the same principle should apply to everything you write. You must have a very specific, very clear picture in your mind of exactly who you are writing your copy for before you start. If you do not do so, you will end up adopting the attitude of speaking exactly the same to everyone and as suggested, this never works.

It is very important to appreciate that despite the fact that the internet is probably the most impersonal medium for transacting business, people nevertheless tend to buy from other people that they like and empathize with. In other words, sales is all about establishing a connection or relationship with your prospects in exactly the same way as you talk to everyone you meet every day in a way that will establish a connection with them.

So, before you even begin to start writing, you have to establish exactly who it is that you're going to write for and to.

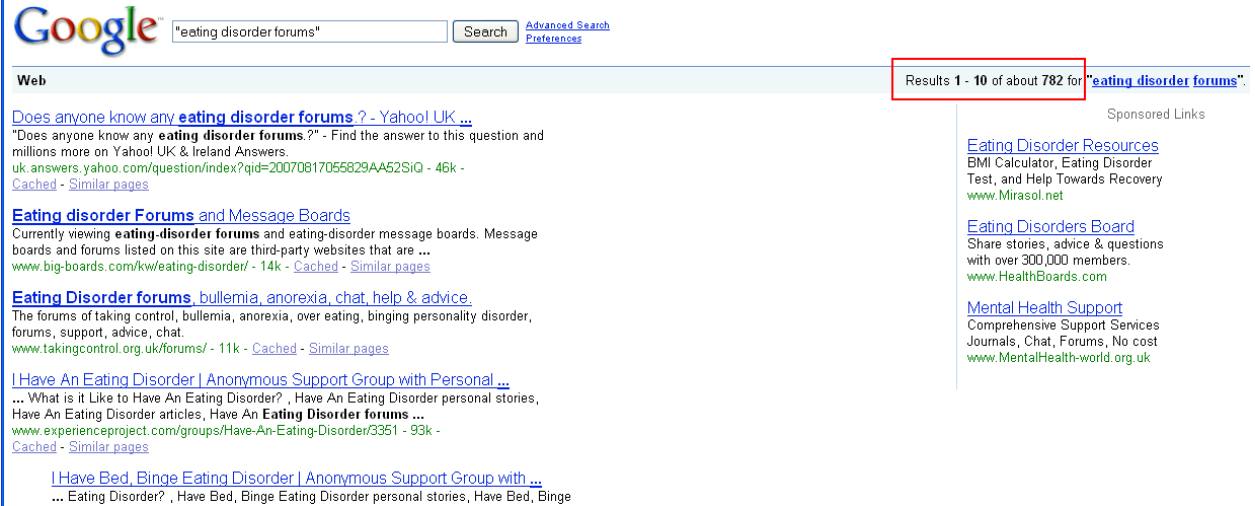
I'm going to assume that you know the market that you want to work in, and that you also know the exact niche that you are targeting too.

This being the case, what you need to do is investigate exactly what kind of people populate this niche, and the easiest way of doing this is by visiting forum and noticeboard sites in your market sector.



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Say that you are targeting the eating disorders niche of the weight loss marketplace. The first thing to do is run a Google search for “eating disorder forums”. Because Google automatically ranks web sites in order of popularity, this search will naturally show you the most popular forums in the eating disorders niche at the top of the page:



Google "eating disorder forums" Search Advanced Search Preferences

Web Results 1 - 10 of about 782 for "eating disorder forums".

[Does anyone know any eating disorder forums? - Yahoo! UK ...](#)  
"Does anyone know any eating disorder forums?" - Find the answer to this question and millions more on Yahoo! UK & Ireland Answers.  
[uk.answers.yahoo.com/question/index?qid=20070817055829AA52SiQ](http://uk.answers.yahoo.com/question/index?qid=20070817055829AA52SiQ) - 46k - [Cached](#) - [Similar pages](#)

[Eating disorder Forums and Message Boards](#)  
Currently viewing eating-disorder forums and eating-disorder message boards. Message boards and forums listed on this site are third-party websites that are ...  
[www.big-boards.com/kw/eating-disorder/](http://www.big-boards.com/kw/eating-disorder/) - 14k - [Cached](#) - [Similar pages](#)

[Eating Disorder forums, bulleimia, anorexia, chat, help & advice.](#)  
The forums of taking control, bulleimia, anorexia, over eating, binging personality disorder, forums, support, advice, chat.  
[www.takingcontrol.org.uk/forums/](http://www.takingcontrol.org.uk/forums/) - 11k - [Cached](#) - [Similar pages](#)

[I Have An Eating Disorder | Anonymous Support Group with Personal ...](#)  
... What is it Like to Have An Eating Disorder? , Have An Eating Disorder personal stories, Have An Eating Disorder articles, Have An Eating Disorder forums ...  
[www.experienceproject.com/groups/Have-An-Eating-Disorder/3351](http://www.experienceproject.com/groups/Have-An-Eating-Disorder/3351) - 93k - [Cached](#) - [Similar pages](#)

[I Have Bed, Binge Eating Disorder | Anonymous Support Group with ...](#)  
... Eating Disorder? , Have Bed, Binge Eating Disorder personal stories, Have Bed, Binge

[Eating Disorder Resources](#)  
BMI Calculator, Eating Disorder Test, and Help Towards Recovery  
[www.Mirasol.net](http://www.Mirasol.net)

[Eating Disorders Board](#)  
Share stories, advice & questions with over 300,000 members.  
[www.HealthBoards.com](http://www.HealthBoards.com)

[Mental Health Support](#)  
Comprehensive Support Services Journals, Chat, Forums, No cost  
[www.MentalHealth-world.org.uk](http://www.MentalHealth-world.org.uk)

There are 782 forums in this particular market niche, and while this is not a huge amount, it is nevertheless more than enough because you cannot realistically follow more than four or five forums at any given time.

Another way of finding similar sites if your Google search does not turn up exactly what you're looking for is to use a forum directory such as [Big-boards.com](#) or [Forum Showcase](#).

Once you have located a handful of popular forum or noticeboard sites, become a regular visitor to try to learn as much as you can about the average person who is involved in your market niche. For example,



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study the way they use words themselves and try to work out their age, gender, geographical location and basically everything you can about them.

Of course, in every forum site, there are going to be many different types of individuals involved, with people of all ages, both genders and probably folks from all over the world.

Nevertheless, by being involved in appropriate forums for a few weeks, you should be able to build up a composite picture of a couple of typical potential prospects in your niche.

Armed with this information and a knowledge of how these people talk, write and communicate, you should be able to create copy that is far more accurately targeted at them.

Everything you write in this particular market niche should be specifically designed to appeal to the individual you have established is the most common kind of person involved in your market. By focusing in this way, you avoid the mistake of trying to appeal to everyone with a message that is targeted at one individual who is very firmly fixed in your mind.

### **Empathy is the key...**

As mentioned in the previous section, it is incredibly important to understand exactly how people in your market sector or niche talk, write and communicate.



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By mastering this basic requirement, you are able to talk to your prospects in their own language, writing in a style and using vocabulary that is common within your niche.

In effect, what you are trying to do is to let your potential prospects know that understand what they are all about, where they are 'coming from' and what they want.

You are empathizing with them to the extent that you almost become one of them, which is incredibly important. It is a fact that people from all walks of life and in every market niche are happiest dealing with other people with whom they believe they share a common interest and objectives.

Consequently, if you can convince people in your market sector that you are on exactly the same wavelength as them, it becomes considerably more likely that they are going to be happy to do business with you.

For example, in almost any market niche you care to think of, there will be 'insider language' or market slang that everybody recognizes which might nevertheless be gobbledygook to anyone from outside that sector.

Using online marketing as an example, most people who are marketing or selling on the internet understand that search engine optimization (SEO) of their website and all of their marketing materials is incredibly important. However, for anyone who is not involved in online



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marketing, search engine optimization probably sounds like something that NASA would talk about!

If you were marketing to online marketers, using SEO and other 'in-phrases' like PPC, CPA and CPM would immediately mark you out as someone who knows what you are talking about. Of course, this assumes that you use these terms in the correct way, which you must be 100% certain that you are doing if you don't want to look like a clown and/or a fraud!



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### The best way to write is...

Quickly!

Over the years, I have probably written millions of words in my own online marketing efforts, and I have therefore tried almost every different method of writing. I have written slowly and edited every paragraph as I have gone along and I have tried doing the same by writing a full-page before going back to edit it.

However, no matter how many different writing methods I have tried, I always come back to exactly the same one, simply because it is the one that works the best.

When you write, do so as quickly as you possibly can.

Do not worry about spelling mistakes, grammatical errors or anything that you mistype as you go along – write as close to your natural speaking speed as you can, and forget editing or altering your work until you have finished.

Doing things in this way keeps your ideas fresh and your writing will naturally flow far more efficiently and effortlessly. By trying to get everything down as quickly as you possibly can, you will naturally write far more like you speak, which generally means that you communicate much more effectively with your audience.

Write in concentrated bursts of effort without stopping. As a general rule of thumb, I would recommend that you write for 50 minutes non-stop, take a 10 minute break and then do another 50 minutes. Repeat this as often as you can for up to three or four hours at a stretch and



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you will find that you get an incredible amount of writing done in the time period.

However, at the end of every three or four hour work 'blast', take a 30 minute break to refresh yourself.

Go nowhere near your computer during these 30 minutes, instead having a bite to eat, going for a walk or reading a book. It does not particularly matter what you do as long as you take a complete break for half an hour.

After this break, it is time for another three or four hour write-a-thon if you have the time available.

However, no matter how long you have available for writing, you should pound the keyboard as quickly as you possibly can, ignoring every potential distraction while leaving all the editing duties until the very end.

I will highlight some specific editing ideas and techniques in the next few chapters, leaving them until later because you do not need them at this stage. The first thing to do is get your document written, and the more quickly you can do so, the better it is likely to be.



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### Using stylized linguistic 'tricks' for maximum effect

#### The powerful imagery of metaphors...

Using metaphors in your writing is an incredibly powerful tactic, because by combining two seemingly unconnected concepts or ideas, you bring a great deal more emphasis to the point that you're trying to make.

In simple terms, a metaphor is an analogy or comparison where one thing is said to be compared to another when in fact the two things cannot be the same at all. However, rather than attempting to define exactly what a metaphor is – which is actually pretty difficult to do – it probably makes more sense to look at some examples where the use of a metaphor places greater emphasis on the word is being used.

For example, the great Scottish poet [Robert Burns](#) claimed that 'My love is like a red, red rose' which very effectively makes a fairly intangible and often misunderstood concept (love) appear far more alive and understandable.

[Shakespeare](#) questioned

'Shall I compare thee to a summers day

Thou art more lovely and more temperate'

Once again, this famous metaphor is using powerful imagery which encourages the reader to conjure up an image in their mind of exactly what the writer is trying to say.



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In his famous [inauguration address, John F. Kennedy](#) used many powerful metaphors, referring to 'casting off the chains of poverty', the 'revolution of hope' and the 'balance of terror'. Of course, there is no such thing as the chains of poverty, nor can there really be a revolution of hope, but by combining these words in metaphorical phrases like this, Kennedy once again brings far greater emphasis to what he is saying.

Adding metaphors to your written materials at the editing stage brings far greater emphasis to words that might otherwise be relatively weak and dry. It is consequently a very effective method of focusing your readers attention on exactly what you want them to focus on.

This works particularly well because most people are visual animals. While a minority of the human population of planet Earth relate to the world and everything around them by what they hear or by touch, the vast majority of people take on board their information and relate to the world by what they see.

The effective use of metaphors plays upon this by creating 'word pictures', with the combination of two seemingly unconnected images or concepts enabling the reader to paint a picture in their own mind of what the writer is right to say.

For example, while 'poverty' is a relatively dry and undemanding concept, referring to 'casting off the chains of poverty' makes the whole image far more powerful with its inherent implications of escaping the weight of the imaginary chains that had up until that point tethered and held people back.



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If in your writing, you can use metaphors that will enable your readers to create similar mind pictures, you will vastly increase the power of your writing.

By inviting the reader to form their own image through the use of metaphors, you also invite them to become far more involved in your written materials. Metaphors help your reader to really understand what you're trying to say and because you can combine almost any words in your own metaphors, you can alter the image almost at will.

For example, 'her eyes were red hot coals' brings to mind an image of a fiery, passionate woman, whereas 'her eyes were ice cold daggers' would make your reader visualize something almost diametrically opposite.

Metaphors are a terrific linguistic tool for adding extra emphasis to anything you want to write, and the more original and imaginative the metaphor that you use are, the more effective they will be.

When you are writing at maximum speed, you may well find that effective metaphors do not immediately spring to mind. However, you shouldn't concern yourself overmuch with this, as adding extra metaphors to your writing is something that can always be done at the editing stage.

### **Using similes for greater emphasis...**

Many people get metaphors and similes mixed up and given that there is very little real difference between them, this is not that surprising. But it is not something that really matters in any case because they are



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both used in pretty much the same way, that is to help the reader paint 'mind pictures' for greater emphasis and impact.

When using similes, it is most common for there to be a comparison between two things that would not necessarily be associated with one another under normal circumstances. However, by using a simile to compare one against the other, you can add significant emphasis to your writing, as well as helping the reader to a better understanding of what you are trying to say.

Most commonly, you will include a word that makes it clear that there is a comparison being drawn such as 'like' or 'as'.

So, whereas you could use a phrase like 'the man was running' which would give the reader some impression of what was happening, it would be far more illustrating to say that 'the man was running as fast as a speeding bullet'.

Of course, the comparison is not meant to be taken literally as the man is obviously not running as fast as a bullet could travel. However, because your reader would understand that a bullet travels extremely quickly, using a simile like this would bring much more emphasis to what you're trying to say, and once again, you can add in appropriate and imaginative similes at the editing stage.



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## **Using power words for additional emphasis**

Power words are strong, emotive words that you can add to any of your written materials as another way of making your writing more interesting and dynamic.

By sprinkling power words throughout your written materials, you immediately add extra emotion and emphasis to everything you are writing, so you should try to teach yourself how to use them as you are writing.

However, in the early days, you might find that using power words does not come particularly naturally if you are unused to using them.

Consequently, in this situation, you should go back to what you have written at the editing stage to change less powerful words for any of those that you will find in the complete power words list included as 'Appendix A' at the end of this book.



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### **Making your reader think...**

Whenever you are talking to someone else, you may not be aware of it, but your spoken language will be peppered with psychological triggers, words or phrases that make you listener think in a certain way. They may do so on a conscious or subconscious level, but the point is that psychological triggers automatically make your listener react in a certain way.

The same thing happens when you use psychological triggers in your written materials as well. The fact is that when you are writing, you can trigger certain thoughts, ideas or reactions in your reader using words or images, and every time you can do this, you 'pull' your reader into what you have written.

The more involved your reader is in what you have written, the more likely they are to take any specific action that you ask or tell them to take, so using psychological triggers is extremely important.

For example, you may be using articles as a way of promoting your business or product through publication on directory sites like [EzineArticles](#) or [Article City](#). In this case, you would automatically include the URL of your site with those articles so that the reader can visit to read more of what you have to say, and/or buy the product that you are selling on your site.

You would also include a call to action that tells the reader to click on the link to learn more. Consequently, you should use psychological



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triggers in your articles as a way of ensuring that the reader follows your instructions to visit your site.

These are the most common and effective triggers to use.

### **People like having a reason why...**

If you're using your written materials to advertise your business, you will commonly do so by including some kind of special offer or recommendation. It is natural that your reader will question why you're making a special offer or recommending a particular product in this way, so you need to tell them.

If you do not do so, they will come up with their own answer to the question, and the chances are that the reason that they assume you're making this offer or recommendation will be one that is not particularly favorable to you.

For example, it is quite likely that they will assume that your special offer is being made because your business is not successful and you are desperate for sales or that your recommendation is based on the fact that the product you are pushing is the most expensive in the market. Neither of these assumptions would necessarily have to be true but they are the kind of conclusions that your reader is likely to come to if you do not include a reason that makes some kind of sense yourself.

For example, if you are offering a discount of 50% off the price of a particular product, you should tell the reader that the reason you are doing so is that you want them to have an opportunity of testing the efficiency and quality of your products. If you were to recommend a



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particular brand of shampoo, you would do so on the basis that this particular type of shampoo cleans hair more efficiently than any other. It may not be 100% provably accurate, but it provides a reasonable justification for promoting that particular product rather than any other.

Studies indicate that providing reasons for doing something in this way almost always increases the responsiveness of readers to requests or recommendations contained in your written materials. In fact, even bad or seemingly weak reasons will still improve the responsiveness of your readers, so when you include a special offer or recommendation as highlighted above, make sure that you tell your prospect exactly why you are doing so.

### **The association with success...**

The advertising industry has long used association with success as a buying trigger.

It is for example a fact that the car industry has long since used beautiful female models to sell their cars by implying to the mostly male car buying public that they too can attract such an attractive female companion by buying and driving such a car.

In a similar way, most high-quality women's perfume is sold using beautiful female models as a way of suggesting or implying that any woman who buys and wears the same perfume will somehow be similarly beautiful.

In both of these examples, the association between acquiring or achieving something that most people would want to achieve is clear.



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These adverts all have a subconscious emotional appeal, suggesting that in order to become successful or beautiful you have to possess the product that is being advertised.

It is generally accepted that the majority of people make their buying decisions based on one of two emotional requirements, the first of which is the desire to be happier, more contented or successful. Hence, if you can write in such a way that suggests that your reader will become happier or more successful by owning your product, you will increase the success of your sales campaign.

One place that you can see this psychological trigger at work is in the sales copy for many digital products that you can see on the sales pages of almost every product sold through a site like [Clickbank.com](http://Clickbank.com). Visit the '[Marketplace](#)' page, type in almost any keyword phrase and look at the sales copy for any of the products shown at the top of the page.

For instance, there are dozens of weight loss related products listed on the site, so this would be a very productive search:

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### Search the ClickBank Marketplace

Category:  Subcat:   
Keywords:  Sort by:   
Product Type:  Language:   
Show:  results per page

- 1) Fat Loss Secret :: Newbie Affiliate Made \$80,753.08 In 45 Days.** Make \$26 To \$60 Per Sale | We Tested Just 1 Promo & Made \$3,580/24hrs | We Give You Same Promo Free! | Sells Itself | \*Huge \$1000-\$3000 Affiliate Monthly Bonuses\* | Best Affiliate Tools | Updated Feb 2009 | [Http://TopSecretFatLossSecret.com/affiliates.php](http://TopSecretFatLossSecret.com/affiliates.php).  
\$/sale: \$32.42 | Future \$: - | Total \$/sale: \$32.42 | %/sale: 75.0% | %refd: 87.0% | grav: 113.90  
[view pitch page](#) | [create hoplink](#)
- 2) Master Cleanse Secrets 10 Day Diet.** Hot New Professionally Written Sales Letter With Upsell And New Higher Affiliate Commission This Ebook Helps People Lose Weight, Detox, And Get Healthy Fast! Get Your High Converting Affiliate Tools At [Http://mastercleansesecrets.com/affiliate.php](http://mastercleansesecrets.com/affiliate.php).  
\$/sale: \$17.57 | Future \$: - | Total \$/sale: \$17.57 | %/sale: 65.0% | %refd: 49.0% | grav: 125.26  
[view pitch page](#) | [create hoplink](#)
- 3) Strip That Fat - \$39/Sale.** Brand New Hot Selling Diet/Weight Loss Program. \$1000 / Day Earning Potential In A Multi-Billion Dollar Per Year Market. Free Keyword Lists, Audiences, Sample Ads, Selling Angles, Website Templates @ [www.StripThatFat.com/Affiliates.php](http://www.StripThatFat.com/Affiliates.php).

The important thing to appreciate about such a search is that with the default settings in place, the results returned will highlight the most widely sold products at the top of the page. This does not however mean that these products are the best or indeed the most effective, but rather that these are the products with the most effective sales pages.

In effect, it is the sales copy for each of these products that is successful, nothing whatsoever to do with the product itself. Many of these sales letters will include plenty of association with success benefits, so they provide a very good template which you can follow for including similar success association in your own written content materials.

### **Soothing their pain or calming their fear...**

Whereas suggesting that your product or service will make people more successful or happier is one powerful psychological trigger, the



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suggestion that you can soothe their pain or calm their fear is even more powerful.

In fact, if you look again at the most successful sales copy used by digital product sellers at Clickbank, you will almost invariably find that those nearest the top of the search results page combine the two ideas of becoming happier and getting rid of pain at the same time in their copy. For instance, many of the weight loss products suggest that if you lose weight you will become more popular and attractive (i.e. the 'happier' angle), while if you do not, you will remain unpopular and unattractive (i.e. the 'pain' factor).

If you can write copy that convinces anyone who reads it that your product or service can get rid of their pain, or take away their fear, you will see your sales increase, often dramatically.

As another example, people who are in debt are scared of losing their possessions. Thus, if you were writing for this market, you could emphasize the problems that debt can cause – marital stress, family unhappiness, not being able to send the children to school etc – before suggesting that the information contained in your product would help the reader to avoid this situation happening to them. If you can use a psychological triggers that convinces your reader that what you are saying is true and genuine, this approach will almost inevitably increase your sales.



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### **Give to get...**

When someone gives something to you, it is natural that you should feel that you have to give something in return. It is part of human nature that when we are given something, we understand that we have acquired some kind of debt on a conscious or even a subconscious level and that this debt has to be repaid in some way.

Consequently, if you can give something to your readers, a significant proportion of them will do the same to you, believing that they have acquired a debt which needs to be repaid in some way.

This is something that you can use very effectively as a promotional tactic in your writing.

For example, it is a relatively common for people who are selling digital products to give away a short report for free as part of the overall promotional strategy for selling their product. Not only does this create a subconscious feeling of debt in anyone who acquires a copy of this short free report, it also enables the marketer in question to collect e-mail information from that prospect, meaning that they have the ability to keep sending promotional materials on a constant basis.

Of course, because this is a relatively common tactic in online marketing, some people who download or access the free report in question will have no feeling of indebtedness. However, if the free gift that you give to your reader is of significant perceived value, a proportion of readers will feel that they owe you something, which



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makes it more likely that they will buy from you rather than from anyone else if they choose to make a purchase.

### **Playing on your reader's curiosity...**

If you can include a 'hook' that naturally arouses the curiosity of your reader, this is another extremely effective way of increasing the sales that you generate through your written materials.

Many marketers use sales copy that does this very successfully by telling you what the product or service that is being promoted is not. For example, you might see weight loss related sales copy that suggests that the product being sold that is going to help you lose weight is not a diet plan, nothing to do with taking diet pills or potions and does not rely on exercise for weight loss.

In this case, it is fairly natural that you would wonder what kind of product it is if it is none of these things. If you were interested in losing weight, it is quite natural that this approach would arouse your curiosity and it is therefore perfectly feasible that you might become curious enough to spend money on the product in question.

Using a similar approach in your own marketing copy can therefore very successfully increase your sales.

### **Scarcity...**

A very effective way of getting someone who is reading your articles or other written materials to take the action that you want them to take is to introduce scarcity to the offer that you are promoting.



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You will often see this tactic used on sales pages where (as an example) you might see a counter that shows the number of memberships or products available.

As the number gradually decreases from where it started (say 250) down towards zero, the increasing scarcity of the product or service being offered encourages the reader to take the action required now rather than later.

Alternatively, you might see an offer where the first 50 of a particular product can be bought for \$17, whereas the next 50 will be \$27, another 50 at \$37 and so on. This strategy can often be taken even further than this, with offers that I have recently seen increasing in price by \$0.05 every 15 minutes or every hour. In this situation, it is obvious that the best price you are going to be able to buy the product or service being offered for is the one available right now, so there is never going to be a better time to buy than this moment.

Introducing a degree of scarcity to your written offers in this way is a very powerful way of encouraging people to take the action that you want them to take immediately. This is important, because it is a fact that in most cases, if someone has a look at your offer and chooses not to act on it the first time, it is almost certain that they are never going to act upon it.



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### **It's all about relationships and stories...**

When you are writing in a way that is designed to sell your product or service, it is extremely important to understand how and why people buy.

Firstly, people will only buy your product or service if they believe that the product or service will do what it claims it can do. In other words, they have to trust you, and the only way you can make them do this is through the power of your words.

Secondly, since time immemorial, people have always dealt with people. Despite the fact that the internet is probably the most impersonal method of communication imaginable, when you are trying to convince a prospect to become a customer online, it is still true that they are not going to buy from you unless they understand and appreciate that you are a real person.

Take this one stage further, because in fact, people are far more inclined to buy from people they like and trust rather than from a stranger.

Hence, everything you write should be designed to make people like and trust you, so that you are building a relationship with them from the very beginning.

Hence, even though you are writing copy that is designed to sell, it should not be too 'salesy' or full of unnecessary hype.

If you create written materials that are too full of sales banter and hype, you make it too obvious to the prospect that you are trying to



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convince them to buy. Even though in truth they are probably already aware of this, it is not persuasive or convincing to include too obvious a sales message in the majority of your written material.

This is why one of the most effective ways of selling is to incorporate your sales message in a story, especially if it is a story from your own life. Mankind has always told stories ever since we discovered the power of speech, and by telling stories that open up your life to your reader, you are almost always able to engage them more fully in your marketing message.

For example, I recently saw a sales page where the marketer behind it told a fascinating story about how he had married a beautiful lady from a far-off land whose family required a sizeable sum as a dowry payment from him. Consequently, he created the digital product that he was selling in order to raise the money necessary to claim his brides hand in marriage.

Whether the story was 100% true is really neither here nor there, because it was a fascinating story, and I did read the sales page from beginning to end which is extremely unusual for me.

Including stories in this way is therefore extremely effective and by allowing your reader a window on your real life, you also let them know that you are a real warm-blooded human being who has a life away from selling and marketing.

Do this effectively, and you will set yourself apart from many other marketers, far too many of whom spend all their time marketing.



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Perhaps it sounds a little contrary, but the fact is, if all you ever do is attempt to market, you automatically become a completely one-dimensional character. This in turn ensures that your reader has little opportunity to see you as a three-dimensional person with whom they would like to form some kind of relationship, and even more importantly, it probably means that they have little desire to form such a relationship in any event.

So, you should never be scared of giving your readers an insight into your life, and the easiest way of doing this is by including stories in your written materials wherever possible.

Another effective way of using stories in your writing is to include information about how people have successfully used and benefited from your product.

As an example, if you are promoting a weight loss related product and you can find someone who has used your product successfully, you can ask them for a testimonial. You could then build the story around that testimonial of how unhappy this individual had been while they were overweight and how their life had been turned around after losing weight using your product.

Of course, you would have to ask their permission to use the testimonial in this way or you could ask them to write the story for you by expanding upon the testimonial in a 'before' and 'after' scenario.

Stories of this nature enable your reader to connect with what you are saying or empathize with the story being told. If they read a story about



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some other overweight person's unhappiness and then see how your product made them happy, it is far easier for them to say to themselves 'yes, that's the same for me', and as soon as they do that, they have taken a significant step towards doing business with you.

Sometimes you might tell a story that does little other than introduce you and your business to your reader. This is most effective when you first trying to introduce yourself to your reader so this is a tactic that works very well when you have just added a new prospect to your mailing list.

The power of storytelling in your writing is that all of the other 'tricks' of writing that have already been highlighted in this report can be incorporated into the stories. For example, once your story is written, you can go back at the editing stage to replace weaker words with power words. You can use your story to highlight what will happen if people do not have your product, with a good example being the idea of building a story around the idea that a person who does not lose weight is going to continue to be unhappy.

Understand that anyone reading any of your promotional materials will have questions about your products or objections that could prevent them from being willing to invest money with you. This is one of the reasons why many successful web sites include a 'Frequently Asked Questions' (FAQ) page wherein the site owner can provide answers to many of the most common objections that might be raised to buying their product.



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No matter what your product is or what market you are working in, people will always have objections and questions that need to be answered. Hence, the first thing you need to do is establish what these objections and questions are most likely to be, and there are several ways of doing this.

The first option is to simply ask people who have already bought your product what their primary concern about doing so was. Send them a short survey or questionnaire that asks for their input in return for a free gift of significant perceived value and you should get plenty of feedback that will enable you to draw up a shortlist of the most common worries or objections.

Another option is to log onto the most popular forums in your market sector or niche to see what the most commonly asked questions are. If you are not already aware of what the most popular forum sites are in your market sector, it is simply a question of running a Google search using your primary keyword phrase plus 'forums' like this:

Results **1 - 10** of about **216,000** for "[weight loss forums](#)".

When you search Google in this way, you know that the results are automatically sorted in order of popularity, meaning that the forums shown at the top of the page are almost always going to be those that are the most active:



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### Web

#### [Nutrition, Health & Fitness, Weight Loss, Diet - Weight Loss Forum](#)

Weight loss Forum.com - free weightloss community. Discuss weightloss and diet ideas with other people. View other success stories and find your motivation.

[weight-loss.fitness.com/](#) - 63k - [Cached](#) - [Similar pages](#)

[Before & After ... and In-Between](#)

[Join our community today](#)

[Loss Diary](#)

[Exercises](#)

[Loss Programs](#)

[Weight loss](#)

[Loss Through Exercise](#)

[Loss in the media](#)

[More results from fitness.com »](#)

#### [LookCut Weight Loss Forums - Index Page](#)

Forum, Topics, Posts, Last Post. Lose 10 pounds. No new posts, • Lookcut's 30 Day Slim Down Support, suggestions, and experiences of those participating or ...

[www.lookcut.com/weight-loss-forum/](#) - 49k - [Cached](#) - [Similar pages](#)

#### [Weight Loss Forums — Great Community, Aimed at Helping People](#)

Get unbiased reviews on the best diet pills such as Phentermine, Rimonabant, Lipovarin, Alli. Great online community offering support, tips and advices on ...

[www.weight-loss-forums.com/](#) - 18k - [Cached](#) - [Similar pages](#)

#### [Alaska Weight Loss Forums – Obesity Help](#)

Alaska **Weight Loss Forums** - Welcome to the Official ObesityHelp Alaska weight loss forum. On our Alaska weight loss forum, you will find a friendly and

While there are obviously not going to be 216,000 forum sites in every market sector or niche, you can only realistically monitor and be a member of four or five niche forums anyway, so you do not need this number in order to be able to use forums effectively in any event.

However, if you become an active member of the top three of four forums in your marketplace, you can monitor the most commonly asked questions as well as asking questions yourself as a way of establishing the kind of objection is that people are likely to raise or questions that they are likely to ask about your product.

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Another way of doing something similar is to see what questions are being asked at the #1 online question and answer site, [Yahoo Answers](#). This will once again enable you to see what the most commonly asked questions in your market sector are because you will often see the same questions asked many different times in a slightly different way:

**Search for questions:**

[Home](#) > Search Results

---

**Search Results** 1 - 10 of 56,071

**SPONSOR RESULTS**

[Jenny Craig \*\*Weight Loss\*\* Program](#)  
[www.JennyCraig.com](http://www.JennyCraig.com) - Join Today and Lose 20lbs for \$20. Learn more at [www.jennycraig.com](http://www.jennycraig.com).

[Famous "Double Diet" I Saw on O. Winfrey](#)  
[www.LorriesWeightLoss.com](http://www.LorriesWeightLoss.com) - I cut down 45 lbs of stomach fat by obeying these 2 rules.

**weight loss?**  
...I will ever be average **weight**. I dont' need **weight loss** advice per se...I need ways to become... You need to go to therapy to find out what the underlying cause may be. it has to be more than a...  
Asked by [Josh](#) - 3 years ago - [Diet & Fitness](#) - 5 Answers - Resolved Questions

**What **weight loss** program helps you detoxify and **loss weight** at a good rate?**  
I want to detoxify my body and **loss weight** healthily and rapidly. I want to lose 90 lbs by the end of the year. ... I did south beach and I lost about 50 pounds in not even 3 months. And I've...  
Asked by [\\*~Nikki~\\*](#) - 2 years ago - [Diet & Fitness](#) - 1 Answer - Resolved Questions

In the case of weight loss related information, there are just over 56,000 questions and answers posted on the site, so half an hour spent





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browsing the site should give you a very clear indication of exactly what people need.

Armed with this information, you can then create a story of someone who had the same questions or objections that you know most of your readers or prospects might have and of course, the story would highlight how someone else used your product to blow those objections or questions away.

At the end of the day, remember and understand that your prospects will only become customers if they trust you, if they like you and are happy to build an online business relationship with you. Telling stories is by far and away the most effective way of establishing this relationship, so you should try to incorporate them into your written materials as often as possible.

However, do not be tempted to 'over-egg the pudding' by including too many stories. Limit yourself to one story per piece of writing, because anything more than can become distracting and confusing.

Make sure that your story has a beginning that immediately involves your reader, that the story flows naturally and progressively and that there is an ending which makes the point or hits the reader with the message that you really want them to get.

Whenever you are writing, always be looking for the story angle, the way that you can incorporate your sales message into a compelling story. In fact, every time you write something, you should always be on the lookout for the way you can change 'dry' or less compelling copy



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into a story that will immediately engage the reader while also presenting your sales message in the most effective and immediate manner.



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### **Most people are not born writers...**

As suggested earlier in this report, when you look at a website like Clickbank.com, what you are seeing are the most successful sale letters at the top of the page.

This clearly demonstrates the power of well-written sales copy, so it may not be a huge surprise to know that top copywriters get paid very well for what they do. However, what may be a surprise is the fact that many of these copywriters can command a six-figure fee for creating one single sales letter!

But here's the thing. Most of these top copywriters are able to command fees of this magnitude not because they are naturally gifted (although there is little doubt that many top copywriters do have a 'way with words') but mainly because they practice their writing each and every day.

If you sincerely want to become someone who can write the kind of copy that almost forces your prospects to buy the products or services that you are promoting, then you must do exactly the same.

There are many different ways that you might practice honing your writing skills, but there are a couple of things that I would recommend that you should do, primarily because I know that these particular writing exercises have been very effective for me.

Firstly, as I suggested earlier in this report, you should write everything as quickly as you can, typing anything into the document on your computer at full speed without editing or fixing errors.



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Once you have done this, you should go back through everything you have written word for word and see how many changes you can make to incorporate all of the power enhancing strategies that you have read of in this report.

For example, edit in as many power words as possible, include as many metaphors and similes as you can and so on. Next, go back over the document once again to make sure that it reads as naturally and progressively as possible. In the early days in particular, you will almost inevitably find that you include too many linguistic 'tricks', so that your writing almost becomes a pastiche of what you really want to say.

Consequently, you will probably find that after including many power words, metaphors, similes and the like, you have to do re-edit the document to take some of them back out again. This is fine, because eventually you will be able to establish a natural balance in your writing where you include enough of these things without going over the top.

A second strategy that you should employ as a way of improving your writing is to write as opposed to typing. Perhaps this seems self-evident, but what I am referring to is actual writing, that is, using a pen to put words on a piece of paper. The fact is, creating a document on your computer does not seem to internalize what you are writing anywhere near as much as using a pen and paper to write it out in the old-fashioned way.

Start by going back over old documents that you created using a computer, and write out a page or two of the document every day. You should then edit them in an effort to improve their effectiveness,



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because by doing this, you will gradually improve your ability to write powerful copy straight out of the box.

Try doing this for a month or so and keep your written work as you go along. By the end of the month, you should be able to see a marked improvement in your writing which will hopefully encourage you to continue practicing in this way.

The main point to understand about physically writing is that it will continually improve your skills because by enabling you to internalize everything you're writing, it makes it much more natural that you will use the same writing skills when you come to create documents on your computer in the future.



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### Using the tools correctly...

Have you ever heard the saying which suggests that a bad workman always blames his tools? If you have, you'll understand that the meaning of the phrase is something along the lines that a person who does not do a good job will always try to find something or someone else to blame for their own inadequacies.

Exactly the same thing applies to writing. Words are the tools of your trade when you are writing anything which you are using to promote your business, be it e-mail messages, sales letters, articles for promotion or even an e-book. Because of this, you have to make sure that you are not the bad workman and that use the tools of your trade properly.

There is therefore something you need to understand before you start. Not all written content is going to be created in exactly the same way, with some of the writing 'tricks' that you have read of in this report being more appropriate to certain types of materials than others.

For example, a 'hi, this is me and this is my life' type of story is perfect for your first written e-mail to a new prospect who has just signed up for your mailing list.

Rather than doing what the majority of marketers would do in the circumstances, which is send a message that is purely promotional, it makes far more sense to tell them a little about who you are and what you do before offering them your help and assistance. Ask the prospect what you can do for them instead of trying to 'pitch' your sales message



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at them because this approach almost immediately starts to establish a relationship.

You have already read of quite a few 'linguistic tricks' that you can use in your writing. Let us therefore consider how best to use many of these 'tools' most effectively.

### **Use triggers when you have something to trigger**

As highlighted previously, there are several different ways you can use psychological triggers, which is something you should do in all the sales materials that you create. Most experienced marketers understand that the most powerful psychological trigger is fear or pain, so this is something you should always try to use if at all possible.

However, you must beware of trying to push people's psychological fear button too strongly, because if you do so, you will simply turn them off. The specter of loss or pain is an extremely powerful stimulant, but there is a line to be drawn as to how far you can go without it becoming too much.

On the other hand, you will already have noted that most of the most successful sales pages almost always have both the 'pleasure' and 'pain' psychological triggers included, which is one of the reasons why they are so successful. Hence, you should try to duplicate their efforts on any long copy sales pages you create, because you have plenty of space to do so.

Using the fear factor is an excellent way of creating a powerful call to action that will make anyone who's reading your materials take the



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action that you want them to take. Precede this with other triggers such as curiosity (list all the things that your product is not as a way of making the reader wonder what the heck it is) and offer them something free in return for making some commitment to your business (e.g. signing up for your mailing list).

Reasons are something that you should use in everything you write and at every stage of the writing process. Whenever something is required of your reader, you must give them a clear and powerful reason why they should take the action that you are asking them to take. Furthermore, you must give them a reason why they should do it now rather than leaving it to another time, because almost inevitably, that other time will never come.

Remember that in almost all of your written materials, you should always have a very clear objective of what you want the reader to do after they have finished reading.

For instance, if your objective is to build your mailing list, the way you write must be focused on achieving this objective. Going back to the earlier weight loss example, you might offer them a free 'top ten weight loss tips' report in exchange for their mailing information with a degree of confidence that a significant percentage of overweight readers are going to sign up with this kind of offer on the table.

Nevertheless, it is still important that you write your copy promoting this free gift as if you are selling a product even though it is free.

People are becoming increasingly protective of their e-mail information,



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which means that you have to work a little harder to get that information out of them.

Simply telling them that there is free information available is not enough – you have to sell the idea of subscribing to your mailing list in exactly the same way you have to sell your primary product in this situation. Thus, use the fear factor (what they will lose if they don't get the report) and happiness (what happens if they do) even when you are giving something away completely without charge.

You have to be a little careful when using both similes and metaphors, because it is relatively easy to overdo things, making the whole thing read more like a linguistic exercise than a sales message.

You should therefore use both of them sparingly in those sections of your written materials where you are trying to add maximum emphasis and emotive effect. In everything you write, there are sections where extra emphasis or emotional power will help to stress the message that you are trying to get across and adding both similes and metaphors will help you achieve this objective.

By preference, I would suggest that you try to use metaphors instead of similes wherever possible, primarily because the necessary 'like' or 'as' that is a constituent of most similes makes the comparison seem a little less natural than it will in a metaphor.

The beauty of power words and phrases that you can conjure up by combining two or three power words together in one sentence is that



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you can use them almost anywhere in any kind of written materials you ever create.

Unlike other stylistic tricks that add punch and power to your writing like metaphors and similes, power words and the phrases that you can create by combining them work almost anywhere.

As suggested previously, when you are first trying to improve your writing skills and abilities, you should not worry too much about including power words as you first write. However, having finished the initial draft of whatever it is you working on, you should then go back through it and edit in power word replacements where you have previously used less powerful language.

Telling stories in everything you write is almost always one of the most effective writing tactics you can use, but you should use them with caution and limit your storytelling to just one tale in every written piece you create.

Also, try to make the length of your story match the written format you are using, so that (as an example) you should use relatively short stories in e-mail messages which should by definition be reasonably short whereas you might use a far longer story on a long copy sales page or in an e-book.



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### Tracking and testing is the key...

You would logically assume that as your writing skills improve, the materials that you write should become increasingly effective. However, it is all very well assuming that this should happen but you cannot afford to just guess that what you want to happen is indeed happening.

In other words, once you publish your materials, you should test what you are publishing to see how effective your materials are.

With some of the materials that you publish, this is going to be relatively easy to do because you will have statistics available that indicate the kind of response that your materials elicit. As an example, if you use articles to market your business which are published by a site like EzineArticles, then you are presented with precise statistics of how many times your articles have been viewed, how many people have followed the links and so on:

Account Statistics	
<a href="#">Article(s) Views:</a>	1,597
<a href="#">Profile Views:</a>	260
<a href="#">Articles Published:</a>	27
<a href="#">URL Clicks:</a>	150
<a href="#">Emailed:</a>	1
<a href="#">Live Articles:</a>	8

You can see which of your articles have performed the best by clicking on the 'Article(s) Views' link in the screenshot above which give you a detailed breakdown of exactly which of your articles has attained the most views, URL clicks and so on:

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	Views	URLClicks	EzinePublisher
	<u>404</u>	<u>22</u>	7
	<u>206</u>	<u>43</u>	3
	<u>198</u>	<u>23</u>	2
	<u>192</u>	<u>11</u>	4
	<u>161</u>	<u>5</u>	3
	<u>158</u>	<u>12</u>	3
	<u>156</u>	<u>21</u>	2
	<u>123</u>	<u>13</u>	3
D TOTAL:	1,598	150	27

Armed with this information, you should be able to work out why one particular article is so much more popular than the others, with the most likely explanation being that it is either the one with the most interesting subject matter or the best written. If it is the latter, you can make the necessary changes to your future articles to ensure that they are equally as popular.

If you are using a top level autoresponder to build your mailing list such as [Aweber](#) or [GetResponse](#), you can confirm which of your e-mails most of your prospects and customers are opening and you can track whether they take the action that you ask them to take.

Once again, if you know which of your outgoing e-mail messages are the most effective, you can duplicate whatever it is you did that you believe made them that popular.

Modify your e-mail messages to take account of whatever it is you believe made certain messages more popular than others before



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checking your stats to see whether your modified messages are performing better than they were previously.

Written materials such as articles that you add to your site can be checked by adding [Google Analytics](#) to the page which you use to check how many people are visiting individual pages and how many people take action that you want them to take after doing so. Establish which are the most successful pages on your site before duplicating whatever you did on those pages on other pages of your site before testing again.

As with all aspects of promoting your business, tracking what is happening and then testing is a vital, ongoing process that is something which you have to do on a constant basis. No matter how good your results appear to be, they could always be better, so tracking what is happening and testing alternatives to see if you can make improvements is always something that you should be doing.



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### **Conclusion.**

Words are the primary tool of any and every successful online marketer, and if you want to copy or duplicate the success that other online marketers have already achieved, you have to become as near to an expert wordsmith as you possibly can.

Many marketers struggle with writing effective copy, but in reality, becoming a successful writer is not that difficult. Once you understand that there are certain linguistic 'tricks of the trade' that you can use to pep or spice up your own written materials such as metaphors, similes and power words, the whole process of creating written materials that make the reader do what you want them to do becomes considerably easier.

Combine this knowledge with practice, practice and more practice, and it is absolutely inevitable, as certain as night following day, that your writing skills will improve over time. As they do so, the results that you gain will also improve which in turn translates into more money in the bank in return for your efforts.

Consequently, although the idea of having to work to improve your ability with words might be a little offputting at first, you can be absolutely certain that the effort that you put into doing so will be adequately rewarded in the long run. In short, the more work you put in, the better your writing will become and the more money you will earn as a result.



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So, now you know what to do, the next step should be obvious. Start taking action today, because there is never a better time than the present.



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POWER OF WORDS**

## **Appendix A – Complete power words list**

### **A**

Abated

Abbreviated

Abolished

Abridged

Absolved

Absorbed

Accelerated

Acclimated

Accompanied

Accomplished

Achieved

Acquired

Acted

Activated

Actuated

Adapted

Added

Addressed

Adhered

Adjusted

Administered

Admitted

Adopted



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POWER OF WORDS**

Advanced  
Advertised  
Advised  
Advocated  
Affected  
Aided  
Aired  
Allocated  
Altered  
Amended  
Amplified  
Analyzed  
Answered  
Anticipated  
Applied  
Appointed  
Appraised  
Approached  
Approved  
Arbitrated  
Arranged  
Articulated  
Ascertained  
Asked  
Assembled  
Assessed



**PROFIT THROUGH THE  
POWER OF WORDS**

Assigned

Assisted

Assumed

Attained

Attracted

Audited

Augmented

Authored

Authorized

Automated

Awarded

**B**

Balanced

Bargained

Began

Benchmarked

Benefited

Bid

Billed

Blocked

Bolstered

Boosted

Borrowed

Bought

Branded



**PROFIT THROUGH THE  
POWER OF WORDS**

Bridged

Broadened

Brought

Budgeted

Built

**C**

Calculated

Canvassed

Captured

Cast

Cataloged

Catalogued

Categorized

Centralized

Chaired

Challenged

Changed

Channeled

Charted

Checked

Circulated

Clarified

Classified

Cleared

Coached



**PROFIT THROUGH THE  
POWER OF WORDS**

Co-authored  
Collaborated  
Collected  
Combined  
Commissioned  
Committed  
Communicated  
Compiled  
Completed  
Complied  
Composed  
Computed  
Conceived  
Conceptualized  
Condensed  
Conducted  
Conserved  
Consolidated  
Constructed  
Consulted  
Contributed  
Controlled  
Converted  
Conveyed  
Convinced  
Coordinated



**PROFIT THROUGH THE  
POWER OF WORDS**

Corrected

Counseled

Created

Critiqued

Cultivated

Customized

Cut

**D**

Dealt

Debated

Debugged

Decentralized

Decreased

Deferred

Defined

Delivered

Demonstrated

Depreciated

Described

Designated

Designed

Detected

Determined

Developed

Devised



**PROFIT THROUGH THE  
POWER OF WORDS**

Diagnosed

Directed

Discovered

Dispatched

Dissembled

Distinguished

Distributed

Diversified

Divested

Doubled

**E**

Earned

Eased

Educated

Effected

Elicited

Eliminated

Emphasized

Enabled

Encouraged

Endorsed

Enforced

Engaged

Engineered

Enhanced



**PROFIT THROUGH THE  
POWER OF WORDS**

Enlarged

Enlisted

Enriched

Ensured

Established

Examined

Exceeded

Exchanged

Executed

Exempted

Expanded

Expedited

Explored

Exposed

Extended

Extracted

**F**

Fabricated

Facilitated

Fashioned

Fielded

Financed

Focused

Forecasted

Formalized



**PROFIT THROUGH THE  
POWER OF WORDS**

Formed

Formulated

Fortified

Founded

Fulfilled

Furnished

Furthered

**G**

Gained

Gathered

Gauged

Generated

Governed

Graded

Granted

Greeted

Grouped

Guided

**H**

Handled

Helped

Hired

Hosted

**I**

Identified



**PROFIT THROUGH THE  
POWER OF WORDS**

Illuminated

Illustrated

Implemented

Improved

Improvised

Inaugurated

Incorporated

Increased

Incurred

Individualized

Indoctrinated

Induced

Influenced

Initiated

Innovated

Inquired

Inspected

Inspired

Installed

Instigated

Instilled

Instituted

Instructed

Insured

Integrated

Interacted



**PROFIT THROUGH THE  
POWER OF WORDS**

Interpreted

Intervened

Interviewed

Introduced

Invented

Inventoried

Invested

Investigated

Invited

Involved

Isolated

Issued

**J**

Joined

Judged

Justified

**K**

Kept

**L**

Launched

Lectured

Led

Lightened

Liquidated

Litigated



**PROFIT THROUGH THE  
POWER OF WORDS**

Lobbied

Localized

Located

Logged

**M**

Maintained

Managed

Mapped

Marketed

Maximized

Measured

Mediated

Merchandised

Merged

Minimized

Modeled

Moderated

Modernized

Modified

Monitored

Motivated

Moved

Multiplied

**N**

Named



**PROFIT THROUGH THE  
POWER OF WORDS**

Narrated

Navigated

Negotiated

Netted

Noticed

Nurtured

**O**

Observed

Obtained

Offered

Opened

Operated

Orchestrated

Ordered

Organized

Oriented

Originated

Overhauled

Oversaw

**P**

Participated

Patterned

Performed

Persuaded

Phased



**PROFIT THROUGH THE  
POWER OF WORDS**

Photographed

Pinpointed

Pioneered

Placed

Planned

Polled

Prepared

Presented

Preserved

Presided

Prevented

Processed

Procured

Profiled

Programmed

Projected

Promoted

Prompted

Proposed

Proved

Provided

Publicized

Published

Purchased

Pursued



**PROFIT THROUGH THE  
POWER OF WORDS**

**Q**

Qualified

Quantified

Quoted

**R**

Raised

Ranked

Rated

Received

Recommended

Reconciled

Recorded

Recovered

Recruited

Rectified

Redesigned

Reduced

Refined

Regained

Registered

Regulated

Rehabilitated

Reinforced

Reinstated

Rejected



**PROFIT THROUGH THE  
POWER OF WORDS**

Remedied

Remodeled

Renegotiated

Reorganized

Repaired

Replaced

Reported

Represented

Researched

Resolved

Responded

Restored

Restructured

Resulted

Retained

Retrieved

Revamped

Revealed

Reversed

Reviewed

Revised

Revitalized

Rewarded

**S**

Safeguarded



**PROFIT THROUGH THE  
POWER OF WORDS**

Salvaged  
Saved  
Screened  
Secured  
Segmented  
Selected  
Separated  
Served  
Serviced  
Settled  
Shaped  
Shortened  
Shrank  
Signed  
Simplified  
Simulated  
Sold  
Solicited  
Solved  
Spearheaded  
Specialized  
Specified  
Speculated  
Spoke  
Spread  
Stabilized



**PROFIT THROUGH THE  
POWER OF WORDS**

Staffed

Staged

Standardized

Steered

Stimulated

Strategized

Streamlined

Strengthened

Stressed

Structured

Studied

Submitted

Substantiated

Substituted

Suggested

Superseded

Supervised

Supplied

Supported

Surpassed

Surveyed

Synchronized

Systematized

**T**

Tabulated



**PROFIT THROUGH THE  
POWER OF WORDS**

Tailored

Targeted

Taught

Tightened

Took

Traced

Traded

Trained

Transacted

Transferred

Transformed

Translated

Transmitted

Transported

Treated

Tripled

Troubleshoot

Tutored

**U**

Uncovered

Underlined

Underscored

Undertook

Underwrote

Unearthed



**PROFIT THROUGH THE  
POWER OF WORDS**

Unified

United

Updated

Upgraded

Urged

Used

Utilized

**V**

Validated

Valued

Verbalized

Verified

Viewed

Visited

Visualized

Voiced

Volunteered

**W**

Weathered

Weighed

Welcomed

Widened

Withstood

Witnessed

Won

**PROFIT THROUGH THE  
POWER OF WORDS**



Worked

Wrote

**X**

-

**Y**

Yielded

**Z**

-

