

Do You Use These Words to Persuade?

5 Words to Create High Impact Marketing

1. YOU—don't write about your product or service. Write about how you can help your customer live better. Write about something the customer wants to improve.
2. FREE—This word cannot be overused.
3. GUARANTEE—The strongest guarantee wins. Always.
4. NEW—What can you or your product do that you couldn't do before? What new customer problem can you solve? Shout it.
5. HOW (TO)—How can you help your customer move from where they are to where they want to be? Current state vs. the desired state?