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Looking for a better way to say "authentic?" Words That Sell gives you 57 alternatives. How about "appealing?" Take your pick from 76 synonyms. You'll even find more than 100 variations on "exciting." Fully updated and expanded, this edition of the copywriting classic is packed with inspiration-on-demand for busy professionals who need to win customers-by mail, online, or in person.

"A thesaurus that works as hard as you do . . . you'll wonder how you ever managed without it." -- Advertising Age Listing more than 2,500 high-powered words, phrases, and slogans. Words That Sell is the ultimate reference for anyone who needs instant access to the key words that make the difference in selling. Arranged by category for handy reference, it covers everything from "snappy transitions" to "knocking the competition," from "grabbers" to "clinchers." There are 62 ways to say "suction" alone, 57 variations on "reliable"! Whether you are selling ideas or widgets, Words That Sell guarantees the expert sales professional an expanded, rejuvenated repertoire and the novice a feeling of confidence. Features: Cross-referencing of word categories to stimulate creative thinking Advice on targeting words to your specific market Tips on word usage A thorough index A concise copywriting primer A special section on selling yourself The first real improvement to the thesaurus since Roget. Words That Sell is an indispensable guide to helping you find great words fast.

"An excellent 'ready reference' both for copywriters and for those entering the field." -- Robert Goldsborough, Special Projects Director Advertising Age "Holy smoke! This is amazing! A thesaurus for advertising copywriters. Where has it been all my life!" -- Denny Hatch, Editor Target Marketing Six seconds. That's all you have to grab your prospect's attention and make a sale. Use the right phrase or slogan, however, and you've made your sale. Use the wrong one, and you've lost your opportunity . . . maybe forever. Choosing the right phrase or slogan is vital to your success. And so is Phrases That Sell. It's the ultimate resource for anyone needing hands-on, instant access to the key phrases, slogans, and attention grabbers that will gain more attention and sell more product. Organized by category . . . indexed and cross-referenced for ease of use . . . loaded with expert advice on how to write copy that sells, Phrases That Sell covers everything, including those hard-to-describe product and service qualities and those product/service attributes that are subtle or abstract. It has 143 selling phrases to describe service, 153 for fun, 341 covering style and design, 180 phrases related to price, and much more! In this book you'll find: 5,000+ sales phrases for consumer and business-to-business products and services a copywriter's primer called "10 Basic Rules of Copywriting," with insider's tips on usage a special section on the seven steps to writing winning slogans Expert advice on how to target your message to specific audiences Whether you sell products, ideas, or services . . . whether you are a novice or an old pro . . . this creative toolbox will give you fresh ideas, new perspectives, and renewed confidence. With Phrases That Sell at your side you'll be able to enthusiastically tackle the most challenging copywriting tasks and eliminate that dreaded "writer's block."

The language you need to sell and succeed, from America 's top copywriter. Robert W. Bly is a self-made multi-millionaire and brings in six figures of sales annually from marketing and selling his own products, not to mention more than half a million from his freelance writing. He 's been a professional copywriter for nearly forty years and has been named America 's best copywriter. And now he 's drawing back the curtain and revealing hundreds of proven words and phrases that can help you. Grab the reader 's attention. Convey a sense of urgency. Communicate what 's special, different, and unique about your product. Boost response with proven time-tested offers. Arouse the reader 's curiosity. Overcome buyer objections. Announce something new. Move the reader emotionally. Create a perception of superior product value. Give the reader news. And much more. The Big Book of Words that Sell contains the 1200 words and phrases that have proven to sell most effectively for Bob, and the best situations to employ that language in. Use them to: Sell any product or service. Get connections, followers, and friends on social media. Write social media posts and ads that generate more clicks and conversions. Optimize web pages for Google and other search engines. Write e-mails that get higher open and click-through rates. Become a more powerful and persuasive copywriter. Increase web site traffic and conversion. Generate better return from your Call to Actions (CTA). The Big Book of Words that Sell: 1200 Words and Phrases That Every Salesperson and Marketer Should Know and Use is your guide to the world 's most persuasive words and phrases—and how to leverage them to sell your product.

The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country In Words That Work, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. Hell tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

A companion to the bestselling Words that Sell, the next definitive advertising word-and phrase book More Words That Sell is packed with 3,500high-powered, idea-generating words, phrases, and slogans, arranged by category and purpose (example categories include Power Words, Sounds, Technology, Youth Market, and dozens more). Containing checklists and other helpful features like its bestselling predecessor Words That Sell—but with literally no overlapping words—it will be valuable for devotees of that classic book and new fans. More Words That Sell includes: Power words for heightening impact Positive personal qualities for selling oneself Cliche's to avoid Color names beyond just red, white, blue, yellow, etc. Words that reflect current trends in popular culture With all words reflecting current use in advertising and media, and sections covering internet marketing and advertising, More Words That Sell will be a must-have word-and-phrase reference for writers of all types.

Are you tired of the same, worn out sales scripts, assumed closes, tag questions and other stale nonsense that no longer work, insult your prospect's intelligence, and make you feel like a schmuck? Are you ready to add top dollars to your bottom line without sleazy sales tricks? Then grab your copy of "Subtle Words That Sell" and learn revolutionary and ground breaking concepts and tools that will get your prospects to convince themselves to buy.

Do you feel stuck in life, not knowing how to make it more successful? Do you wish to become more popular? Are you craving to earn more? Do you wish to expand your horizon, earn new clients and win people over with your ideas? How to Win Friends and Influence People is a well-researched and comprehensive guide that will help you through these everyday problems and make success look easier. You can learn to expand your social circle, polish your skill set, find ways to put forward your thoughts more clearly, and build mental strength to counter all hurdles that you may come across on the path to success. Having helped millions of readers from the world over achieve their goals, the clearly listed techniques and principles will be the answers to all your questions.

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

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