

200 Most POWERFUL AD WORDS and PHRASES.

Words in Advertising That Rule!

Amazing
Improvement
Quick
Bargain
Introducing
Revolutionary
Challenge
Magic
Remarkable
Compare
Miracle
Sale
Announcing
Now
Sensational
Easy
Offer
Startling
Hurry
Wanted
Suddenly

Got Some News? Use These Clues!

Announcing
Revolutionary
New
Novel
Discovery
Today
Finally
Recent
Modern
Presenting
Latest

You Have To Be Liked!

Approved
Complemented
Popular
Accepted
Praised
Proven
Acclaimed
Guaranteed
Commended
Admired
Certified
Tested
Endorsed
Honored
Recommended

Larger Than Life!

Big
Enormous
Tremendous

Large
Mountainous
Voluminous
Huge
Bulky
Vast
Massive
Gigantic
Colossal
Sizable
Mammoth
Impressive
Spacious
Great
Weight

Got To Gain Their Interest!

Astonishing
Fantastic
Unusual
Astounding
Exceptional
Strange
Surprising
Notable
Magical
Amazing
Striking
Miracle
Marvelous
Incredible
Uncommon
Admiration
Overwhelming
Remarkable
Awe
Wonderful
Stunning
Sensation
All Intriguing
Interesting
Provocative
Secrets
Revealing
Fascinating
Entertaining
Stirring
Ravishing
Absorbing
Enlightening
Instructive
Existing
Informative

Everybody Loves Money!

Wealth
Fortune
Retire Early
Bargain
Discount

Lowest Price
Necessity
Bargain
Best Deal
Reduced Price
Possessions
Make Money

Quality not Quantity!

Attribute
Noted
Personalized
Characteristic
Choice
Selected
Brand
Unsurpassed
Unique
Grade
Terrific
Unparalleled
Better
Special
First-Rate
Valuable
Limited
Good
Exclusive
Genuine
Fine
Rugged
Outstanding
Remarkable
Improved
Surpassing
Imported
Top
Wonderful
Durable
Greatest
Authentic
Excellent
Famous
Rare
Superior

But, Is It Useful?

Serviceable
Useful
Reversible
Versatile
Washable
Workable
Reliable
Helpful
Powerful
Handy
Practical

How Does It Look, Really?

Elegant
Exquisite
Handsome
Flattering
Appealing
Dramatic
Glamorous
Distinctive
Charming
Captivating
Classic
Fashionable
Spectacular
Beautiful
Fascinating
Magnificent
Attractive
Lavish
Colorful
Scenic

Customers Expect To Be Fulfilled!

Quickly
Successful
Easy
Easily
Complete
Convenience
Immediately
Absolutely
Lifetime
Hurry
Only
Gift

POWER PHRASES!

"FREE FREE FREE"

Free
Free Gift
Free Book
Free Booklet
Free Report
Free Sample
Free Guidebook`
Your Free Introduction
Ask For Free Report
Ask for Free Details
Free Literature
First Lesson Free
Free Plans
Money-Making Facts Free
Try it for Ten Days Free
Free Trial Lesson
Free Examination
Free Demonstration
Free Consultation
Free Gift if You Act at Once
Free ti New Members
Free Cost Estimate
Yours Free for the Asking
Free Catalog

Yours Free
Free Surprise Gift with Order
New and It's Free
New Publication - Free

What's The News?

At Last
Beginning (date)
Now It Can Be Yours
Just Published
Just Arrived
Latest Findings
It's Here
New Method of ...
New, Improved
Just Out
Important Development
New
Modernized
Now Here
Just Off The Press
New Invention
The Latest In
America's First
While They Last

Make Them Act Now!

Act Now
Don't Delay
Order Now
Order Today
Order Now, Pay Later
Delay May Be Serious
Don't Put It Off
Send Today
Send Postcard Today
Get Started Today
Investigate Today
Act Fast
Be The First
Rush Name For Details
For A Short Time Only
While The Supply Lasts
Price Going Up
Limited Supply
Last Chance

People Want To Know How...

How to get
How to improve your
How to keep
How to conquer
How to begin
How to end
How to improve
How to get the most out of
How you can
How to
How to develop
How to have
How to avoid
How to start

How to enjoy
How to become
How to get rid of

Transitional Words!

Additionally
Also
And
Another reason is
As always
As a result
as well as
As we've discussed
At the same time
Best of all
But
But wait. There's more
By comparison
Chances are
Even better
Even worse
For example
For instance
Here's how
Here's why
However
If,
then... Imagine
In addition
In other words
In this way
Moreover
More importantly
Most important
Obviously
Of course
On the other hand
Or
Perhaps
Plus
The reason
The results
Remember
Similarly
Since
Still
That's how
That's where
Then again
Therefore
There's more
Thus
To be sure
What's more
Why?
Because..
Yet