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Words That Sell, Revised And Expanded Edition: The Thesaurus To Help You Promote Your Products, Services, And Ideas

“You’ll wonder how you ever managed without it.”

—Advertising Age

REVISED & EXPANDED EDITION

WORDS THAT SELL

More than 6,000 Entries to Help You Promote Your Products, Services, and Ideas

Richard Bayan



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Synopsis

More than 6,000 words and phrases that make the difference between "yadda-yadda-yadda" and copy that sells 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. More than 75 lists of powerful and persuasive words and phrases, including 21 new lists for this edition Cross-referencing of categories to jump-start creative thinking A crash course in basic copywriting techniques Helpful lists of commonly misspelled words, confusing words, pretentious phrases to avoid, and more Roget's is fine for writing term papers and letters to the editor, but when it comes to the business of writing copy that translates into sales, there is no substitute for Words That Sell. Find the perfect words and phrases to win over customers Grabbers that get attention:No-risk offer * One day only! * No strings attached! * What have you got to lose? * All the right ingredients * Inside information * Do you enjoy...? * Leap into... Descriptions and benefits that create appeal:Irresistible * winning * zesty * huggable * satisfying * You'll fall in love with...* Your ticket to... * king-size * Gives you the power * baby-soft * Clinchers to win over your customer:Reap the benefits today * Don't miss out! * No risk now, no risk later! * You can do it!* You be the judge * Send for our free catalog * 100% satisfaction guarantee Special strategies that seal the deal:Five-star quality * You're worth it * Don't fall for... * We make life easier * You're one of a select few... * discriminating * Your thoughtful gift

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Customer Reviews

When I was looking for a title for this review, the word that came to mind was 'Indispensable' but I felt it was too cliche to use for this purpose. So I opened up the index of this book, looked up 'indispensable', went to page 38 and looked down the list of expressions till I found the title I felt comfortable with!That's how this book is meant to be used. If you are writing copy for any type of advertising or promotional purposes, you will find this 'Thesaurus' style book very handy. This isn't strictly a thesaurus since the words in each section aren't necessarily synonyms but more like related words. If you are new to the world of copy writing, 'copy' generally refers to any type of writing associated with sales material. For example, when you read an advertisement for a soft drink, the art of writing the ad is called 'copy writing'.You can find other uses for the content in this book as I did above with the title for this review. But in general, most people use this book to come up with writing that is compelling enough for the reader to perform the intended action whatever that action happens to be.The book is split into 6 sections - Grabbers, Descriptions and Benefits, Clinchers, Terms & Offers, Special Strategies, and an Appendix containing miscellaneous sections. There is a 2 page copywriting primer included that has 8 tips to learn before you start writing copy. The Appendix has several miscellaneous topics like 'Categories of Copy', 'Puffspeak - And Its Alternative', 'Wordy Expressions', 'Commonly Misspelled Words', 'Commonly Confused Words', 'Selling Yourself', 'Sample Order Forms', and 'Further Reading'.The book is filled with pages and pages of words and in some cases expressions that are categorized into different headings under each chapter.

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