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Impair Healthy Healing In People Over The Age Of 30!

"Super Verbs" Really Move Your Copy

By Karon Thackston

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By Karon Thackston © 2004

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Run or hustle? Eat or devour? Move or scurry? You can boost the power of your copy by boosting the quality of verbs you use. Verbs show action, and the way you describe that action can have a dramatic bearing on your readers. Why would you want to fill your copy with complacent words when you can conjure emotions and visual imagery in the hearts and minds of your readers? Sure, "run" and "hustle" both indicate that someone is moving fast. But "run" is a dull, ordinary verb while "hustle" evokes definite images in your reader's mind.

Hadn't really thought about it? You should! You can choose commonplace verbs like "talk," "make," and "like," or you can electrify your copy instead with verbs like "chatter," "discover," and "adore."

Look at these examples to see what I mean:

Before

Down Comforters Let You Get Warm

When it's cold outside, get into bed and warm up with our genuine goose down comforters. There's no reason to be cold when you can heat things up instead!

After

Down Comforters Let You Snuggle

When it's cold outside, leap into bed and burrow down with our genuine goose down comforters. There's no reason to shiver when you can snuggle instead!

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See the difference? The latter paints a more vivid picture of the comforter than the former.

Review this one...

Before

Whether you're doing aerobics, Pilates, or any other workout, Ziox sneakers will give you the support you need. Specifically made for indoor low- and high-impact exercise, Ziox is created to keep you on the path to meeting your fitness goals.

After

Whether you're performing an aerobic, Pilates, or other workout, Ziox sneakers will offer you the support you need. Specifically engineered for indoor low- and high-impact exercise, Ziox is designed to keep you on the path to accomplishing your fitness goals.

What's the difference? Why are the "afters" so much more powerful than the "befores"? Because compelling verbs were used. Verbs bring the action to your copy. They give the reader (or at least they should give the reader) something to envision. You need Super Verbs to entice your readers. For example, instead of just "get into bed," we say, "leap into bed." Instead of "being cold" and "heat things up" we say, "shivering" and "snuggle." When you read that, you begin to envision what action is taking place in a very specific way.

Where do you find these Super Verbs? Everywhere you look! Here's a short list. You can also visit free sites like <http://www.thesaurus.com> for more.

Verbs vs. Super Verbs

- Accent - emphasize, underscore
- Break - smash, crush, demolish
- Eat - consume, devour, feast
- Forgive - pardon, excuse, overlook
- Hate - detest, loathe, despise
- Imagine - envision, conjure, conceptualize
- Improve - enhance, refine, perfect
- Jump - leap, lunge, bound
- Learn - discover, grasp, comprehend
- Like - admire, adore, cherish, delight in
- Make - create, engineer, design
- Promise - vow, swear
- Reveal - manifest, unveil, disclose

Take some time to go beyond the ordinary. Find a few Super Verbs to use in your copy in order to boost excitement and interest in the products/services you write about. That added attention, which Super Verbs bring, can easily correlate to additional sales.

Karon Thackston is a professional copywriter with over 20 years of success. If you're tired of endlessly searching the `Net in hopes of finding the latest copywriting techniques, or if you need an up-to-date directory filled with the best ways to learn copywriting, then visit Karon's directory at <http://www.learn-copywriting.com> today for the widest collection of the most popular copywriting resources available.

Have You Got Style?

By Wild Bill Montgomery

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Writing Ad Copy with Style takes practice, patience and preparation.

I can't give you the practice or the patience, but I can help you to prepare!

Product Vocabulary List:

Start by building a "Product Vocabulary List". You may be asking yourself, "What the heck is a Product Vocabulary List?" Well, a Product Vocabulary, are actually the building blocks of your ad copy. When you are preparing to write new advertising copy, begin by creating a list, actually 4 separate lists.

Broken down, you should be compiling the following information that describes or relates to your product:

1. Nouns, Verbs, Adjectives and Synonyms.
2. Slang, Familiar Phrases, Cliches and Puns.
3. New Ideas and Ways to approach your product.
4. Product Facts (positive and negative).

Write down everything you can think of. Much of this material you will compile while creating, devising and defining your Advertising Strategies. Once you start using these lists in this manner on a regular basis, you'll wonder how you ever got by without them.

Themes

What's a theme? A theme is the "Punch Line" of your ad copy. Your theme could be conveyed by written, visual

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or oral means. It's how and where you want to go with your copy. You will most commonly notice Themes in banner advertising, but they are used in almost every form of Advertising. Most successful advertising campaigns have great themes. An advertising theme should focus on one point and be "catchy" or easy to remember. The theme will help you decide how you will get their attention and what thought they will leave

with. The key is to leave a thought embedded with them. Whether it's one word or a slogan, don't let them leave without planting that one thought in their mind.

When deciding upon the theme for your ad, start with one theme. Now examine it and re-examine it. Find as many different ways to use this theme as possible. Turn it inside out and upside down. Play with each new idea or variation of the original theme that you come up with. Enjoy it, have fun with it, but get it all down on paper. Do yourself a favor, write down everything!

Got Rhythm?

Rhythm, cadence or flow; It's all the same and you have to have it! Great ad copy is always simple. Use short simple sentences, "active" verbs, rhyme, puns or wordplay and positive attitude. Normally you should use only active verbs. Pay heed when using "passive" verbs in your ad copy. Rhymes, puns, double meanings and wordplays make for most memorable of ad copy, but remember, keep it simple. If they don't get it, you don't get it. Get it? Another example of good rhythm is "parallel sentence construction". Here is an old, but good use of parallel construction in a headline: The Quality Goes In, Before The Name Goes On! (Sound familiar?). It doesn't matter which approach you take, as long as the copy has rhythm and flows from one point to the next. Don't jump from point to point, move smoothly from one leading into the next.

I hope that this will help you write better ad copy and remember "Do it with Style"!

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