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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

52 Words and Phrases That Weaken Your Credibility

By Catherine Franz

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Whether you are writing or speaking, here are 52 words that weaken your credibility that you probably don't even realize you are using:

1. Well
2. Um
3. You know
4. Like
5. I sort of
6. I just
7. I'm wondering if
8. It kind of
9. It seems like
10. I could be wrong, but
11. This is just a thought
12. Sorry to bother you
13. I have a little question
14. Maybe we could
15. Does that make sense
16. I should
17. I'll try
18. I might be able to
19. Maybe we could
20. You might want to consider
21. One possibility might be
22. Perhaps
23. I'll have to

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24. I can't
25. It doesn't
26. I'm not good at
27. If only
28. But
29. I wish someone would
30. I could use some help around here.
31. I might want your help with
32. Always
33. Never
34. Every time
35. Everything

36. Don't
37. No
38. You can't
39. Should
40. If I were you
41. What you need to do is
42. You're supposed to
43. You ought to
44. You must
45. You're not listening
46. You're not being clear
47. You don't understand
48. No problem
49. Whatever
50. You're not making a bit of sense
51. You're not paying attention
52. Late again

Of course, how you say these and in what context makes a difference. Review your articles, listen to what you say when you are speaking in any situation, and remove these words. See the difference in your leadership of your life and in your career.

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Catherine is a content developer coach and consultant that can help you bottle your knowledge into revenue generating streams. For a complimentary session, visit: <http://www.abundancecenter.com/CF/AskCatherine.htm>

Power Words And Phrases

By Al Martinovic

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I like to use power phrases when writing sales material. These power phrases add punch to a line or a paragraph and I usually use them to start off a sentence.

You can generally find a lot of "power phrases" when reading good sales copy. I usually keep a notebook nearby so that whenever I come across a line or a phrase that I like in sales material, I write it down for possible future use.

They are also great for writer's block too. When I am stuck in the middle of writing, I'll usually refer to my power phrases, and the next thing I know, the sentences sometimes start writing themselves.

Some examples of the power phrases I use include:

"Listen closely..."

"As you may already know..."

"Now, I don't know about you..."

"Well, I've got news for you..."

"Let me explain..."

"And best of all..."

"In fact..."

"Here's the bottom line..."

"Quite frankly..."

"Now, I know what you're thinking..."

"Take a deep breathe and relax..."

"The answer is yes..."

Power phrases can be used to grab and hold people's attention so that they keep reading. Some may even call these "hypnotic" phrases.

Even single words can invoke a reaction in some people that can be used to add "punch" to your sales material. I call these power words.

Some power words to use in your marketing include:

Free, Powerful, Incredible, Easy, Shocking, Cheap, Revealed, Best, Uncovered, Hidden, Proven, Results, Revolutionary, Profits, Fantastic, Inside, Learn, Enhance, Hottest, New, Improved, Unbelievable, Ultimate, Offer, Master, Scientific, Private, Breakthrough, Save, Guaranteed, Tricks, You, Love, Limited, Special, Secrets

You can use power words to add punch to a headline, sentence, a short ad, or whatever catches your eye.

Those are just a few of the power words and phrases that I have collected over the years.

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Do yourself a favor:

Another power phrase...?

No really... do yourself a favor:

Always keep a notebook nearby and look out for words or phrases that capture your attention in sales material. Then write it down. If it captured your attention, it's sure to capture other people's attention too.

And over time, you'll have plenty of power words and phrases to choose from when writing your sales material.

They sure make life alot easier...

And profitable too!

Al Martinovic publishes a popular internet marketing newsletter at <http://www.millenummarketers.com> and runs a successful home business at <http://www.ineedsmokes.com>



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