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Boost Your Selling Power With Your Call-To-Action Phrases

By Vanessa Selene Williams

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Look at your marketing material. Now, is there something missing? If you're missing a phrase or paragraph requesting your customer's business, your copy is lacking an essential component. You can't assume that your customers will know why they should act, how they should, or when they should act.

Still unsure of what "call-to-action" is. Look at late night infomercials. Notice how they emphasize calling the toll-free number with your check and/or credit card number handy. How they say if you call now, you'll receive a free gift with your purchase, but only if you call within the next few minutes.

There's a reason why most infomercials follow this formula - it works of course. It'll also work for you, whether you're including it in your web copy or a print ad.

A call-to-action can be as simple as saying "order today" or as elaborate detailing a seven-step process. A good call-to-action ties in with the goal of your copy. If you're goal is to sell, don't ask them to call you for more information, ask them to purchase your product today.

Other essentials elements include: Tell your customers when and how to contact you. Can they call? E-mail? Fax? Explain why they should buy. More money? Easier life? Pride? Instill a sense of immediacy. Since most customers will likely forget if they wait, the sooner you can get them to respond, the better. What'll happen if they purchase today? Will they get a free gift? Will they receive the product immediately? Will they save time and money?

Another helpful hint, don't save your call-to-action phrase for last. Place them throughout your copy. Incorporate phrases like: Purchase our product today and.... Pick up the phone and call and you'll learn....

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Already have a decent call-to-action? Pump it up. Include every possible way customers can contact and buy from you. Give an example of how you'll make their life better and easier. This could be. Buy this power broom today and it'll cut your cleaning time by 75%. Imagine what you can with an extra three hours each week.

Want some more examples? Here are some courtesy of my mailbox.

"Hurry! This "free sample invitation" & FREE GIFT offer won't last long. Just mail back the FREE-SAMPLE certificate today. So you don't miss it."

"Classes begin throughout the year, so there's no better time to start than now. Call 1-xxx-xxx-xxxx today"

"Do it today. Enroll online. Mail your Risk-Free Trial Certificate. Or call 1-xxx-xxx-xxxx now" See how easy they made it to respond.

Get an unbeatable 0% APR FOR LIFE on transferred balances with the xxxxxxxx Platinum Card. It's easy - just fill out the Application below and mail it today!

So, what are you waiting for? Go plant those call-to-action phrases in your copy and watch your business grow...right now.

Vanessa Selene Williams an independent writer who writes for businesses and corporations. Visit her online at

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to learn more.

Power Words And Phrases

By Al Martinovic

Power Words And Phrases by Al Martinovic

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 alot 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 writers 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.

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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 fancies you.

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

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.millenniummarketers.com> and runs a successful home business at <http://www.ineedsmokes.com>

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