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**Compelling Words that Sell With the Magic of Pixie Dust**

**By Linda Elizabeth Alexander**

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Subject: Business, Writing

Number of Words: 474

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This was going to be an article about "power" words and phrases with "juice," those "magic" words that will add punch to your copy and bring thousands of affluent customers to your doorstep, just waiting to empty their wallets to call themselves owners of your merchandise.

I knew that topic had been done a hundred times, so I thought I would have no trouble making a list of words to share with you. Then about two minutes after I began my research, I changed the focus of the article. Why? Because there are no magic words.

Like the IBM commercial where they remind you that there's no pixie dust, only qualified consultants, I'm here to remind you that words are just tools. Petting dogs can lower your blood pressure: it's the petting that does it,

not the pet. Similarly, good writing will bring customers to you, but it's the writing, not the individual words.

That said, of course you know certain words have been proven to work. Words like free, buy now, don't miss out, etc., are trite \*because\* they have worked for years in mail order. But your business may be different. Not every product benefits from a hard sell. In fact, there are so many ways of selling, not selling, and everything in between, that you must keep a list of words that have worked for YOU, in your job, in your industry, for your audiences.

Start by looking through some of your more successful communication pieces: Did a particular memo cause controversy in your office? Did a sales letter you never expected to work instead have phenomenal response? Analyze these items for timing, offer, context, audience, and what happened before or after the message was sent.

There are a lot of factors that play into the success of a particular communication. Only after you have figured out a number of the above variables, should you look at the individual words you used.

If you can narrow it down at all to a particular headline that worked, make a note. Keep the headline in a "swipe file" for the next time you are looking for a successful headline. Did you use a phrase that angered customers, perked up your lawyers' ears, or released a flood of gossip around the water cooler? Write that one down too, in your file of phrases NOT to use again. Unless, of course, angering people is your aim.

Over time your list will build and you too will be able to write an article about magic words that are proven to bring you tons of sales overnight.

Linda Elizabeth Alexander writes marketing copy for nonprofits and traditional businesses. Sign up for her free business writing newsletter, Write to the Point, at

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## **Anthony Fisher Pixies**

**By Dave Conrad**

Anthony Fisher Pixies are unique and hand crafted. Based out of Cornwall these pieces have a creative unique look. Not your everyday storybook pixie, Anthony Fisher pixies have a similarity to the artistry of the traditional European fairytales.

These pixies are collectors' items with a wide variety to choose from. Each is just as unique as the name given to them. Take for example "Billy Winks Money Box" a pixie figurine that is sleeping in his log home. Each pixie has a story that goes along with them. For example Billy's story is that he likes to steal little things from humans just to cause trouble, that by the way is what pixies like to do best. Unfortunately, Billy Winks is a lazy pixie and you can usually find him sleeping.

These figurines are perfect for adult or child alike. They can be placed in a child's room or through out the home. They even make a wonderful addition to any garden. Since the many of the pieces have aspects of nature in them, Anthony Fisher Pixies are a perfect match for the average gardener. Pieces such as Sunflower Sam and anyone from his Naughty Sporting series are a good choice for the garden. Other functional pieces include birdbaths, plant holders and even a welcome to my garden piece.

There are other functional pieces for in the home or for use on the patio to entertain as well. These include a wine bottle holder, cooking utensil holder and bookends. All pieces are handmade and have the signature uniqueness only an Anthony Fisher Pixie can carry.

When purchasing an Anthony Fisher Pixie be sure that is an officially licensed place that sells them and be sure to ask about a certificate of authenticity. As with all collectibles it is best to make sure that the piece has the certificate of authenticity with out this your collectible is nothing more than a statue. Also the certificate of authenticity proves that your hard earned money was spent on what you intended it to be spent on.

All in all Anthony Fisher Pixies are the perfect choice to add a little fantasy to the mundane home. They will add a feeling o warmth fun and fantasy to any location. Pieces are reasonably priced and a person on any budget can find a piece that suits them best. These pieces can be found on internet websites that deal in selling just his pieces or directly through the artist's own website.



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