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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!

Power Words That Sell !

By Rick Yost

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Expires Free Create Glimpse
Secrets Attention Profits Guaranteed New Automate Guru
Explode Look Grab Discover
Jump Study Bonus Hurry Make-Money

Which of these words jump out at you? Well they all should. They're all powerful words when writing ad copy. Take a careful look again at each word individually, think about the word. How can you use it in your ad?

Would it look good in bold or highlighted or maybe use a different color on it to appear instantly to the readers eyes. You know from the copy you've read in the past what is easy to read and what isn't.

Copy the same formula for your items. Use the above words but use them wisely. If the word doesn't fit properly with your ad, then don't use it. Use all that apply but use wisdom when selecting.

A good idea is to go to your local library or bookstore. Go to the section that has the information that you're selling and stand back a little. Now which books are grabbing your attention first and why? Take notes as to the words used and the colors that first sparked your interest. Now when you do your ad copy, try several different methods using these words, applying different colors here and there. Proof read several times, get someone else's opinion as to which copy they find easiest to read and which copy keeps their attention. Tweak it a little more if you have to and when you're totally satisfied that it's a work of art, test it!

Remember, it's your baby, your ad copy, so you might be a little bias in your thinking! You might think it's great but does anyone else! Test Test Test! Try changing a few things or words and test again.

Keep careful track of your testing and after a few tests you'll know what's working and what's not!

It sounds like a lot of work and it can be, but if you want success you'll have to work at it. Enjoy what you're doing and always keep in mind what you'd want if you were the one looking to buy or purchase this particular item.

One last thing, the word "FREE" is the strongest and most important word in any ad copy. We all like freebees!

Rick has been involved in the publishing industry for a few years now and recently has added his expertise to the online market.<http://www.abetterlover.com>

Using 'Power' Words when Writing Articles

By David McKenzie

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Capturing the attention of your reader is paramount when writing free articles.

You can make the greatest impact in capturing your readers' attention by having a good title.

One of the ways to do this is by using what I call `Power' words. By using these special words you can get the attention of your reader much more quickly and easily.

But what are these `Power' words that I am talking about?

For me they are something that makes me read on. Makes me want to find out more. Makes me want to find out what's in it for me.

Power words are exciting words that draw the reader in.

For instance, the word powerful is a good power word. Exciting is another good power word.

I have a list of power words I like to use from time to time to make the greatest impact I can with my articles. Here are a few of my power words from that list:

Free
Tips
Methods
Exclusive
Fantastic
Secrets
Success
New
Techniques
Opportunities

How about some examples of using these power words in the titles of articles. Here are 3 examples:

17 Free Home Gardening Tips

An Exclusive Opportunity to Profit in Real Estate Developments

Power Words That Sell !

New Techniques Revealed for Stock Market Success

Do these titles grab your attention?

They should do, because they use power words. In fact, each title uses 2 power words for maximum effect.

One of the key objectives of an article writer is to get their article read by as many people as possible. The best way to do this is by having their articles featured in as many ezines and on as many web sites as possible.

When ezine owners and web site owners scan for articles to feature they usually make an initial decision based on just the title of the article.

By using power words you stand a much better chance of ezine owners and web site owners picking up your article. Then you can multiply many times over the number of people who will read your article.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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