

"Super Adjectives" Boost the Power of Your Copy

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**"Super Adjectives" Boost the Power of Your Copy**

**By Karon Thackston**

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Pretty or elegant? Good or scrumptious? Nice or delightful? There is power in the adjectives you choose. Just like Clark Kent and Superman or Bruce Wayne and Batman, some adjectives are plain, ordinary, everyday words. Others are alter-ego Super Adjectives that leap into your customers' minds in a single bound. Adjectives are boring, but Super Adjectives impress, inspire, and convince your customers more effectively.

Look at these examples to see what I mean:

Before

Great Top for Hot Summer Days

When it's hot outside, this top will help keep you cool. Made of cool nylon, you'll love how it sheds moisture. Available in four pastel colors.

After

Perfect Tank Top for Hot Summer Days

When the temperatures are steamy outside, this tank will help keep you remarkably cool. Made of breathable 100% nylon, you'll love how it sheds moisture. Available in four spring-fresh colors.

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

Try this...

## “Super Adjectives” Boost the Power of Your Copy

### Before

The Prestige Collection is a unique selection of ceiling fans available at Hastings Home Center. The Prestige Collection offers all the quality craftsmanship, and dependable performance, you expect from Hastings along with styles so pretty they take ceiling fans to the next level - and dress your home for any occasion.

### After

The Prestige Collection is a distinctive selection of elegantly designed ceiling fans available exclusively at Hastings Home Center. The Prestige Collection offers all the expert craftsmanship, and whisper-quiet performance, you expect from Hastings. In addition, you get styles so stunning they take

ceiling fans to the next level - and exceptionally dress your home for any occasion.

What's the difference? Why are the "afters" so much more powerful than the "befores"? Because compelling adjectives were used. Adjectives let the reader know more about the product and develop a connection with it. But boring ordinary adjectives aren't the answer. You need Super Adjectives to entice your readers. For example, instead of just "cool nylon," we say "breathable nylon." The colors aren't just "pastel colors," they are "spring-fresh" colors. When you read that, you begin to envision what the colors look like. They aren't deep, dark colors. They are delicate shades found during the springtime.

Instead of saying "a unique selection," we said "a distinctive selection." Rather than "quality craftsmanship," it's "expert craftsmanship." Not just "dependable performance," but "whisper-quiet performance."

Where do you find these Super Adjectives? They are all over the place! Here's a short list. You can also visit free sites like <http://www.thesaurus.com> for more.

### Adjectives vs. Super Adjectives

- Appealing - attractive, alluring, fascinating
- Best - excellent, unsurpassed, paramount
- Cool - trendy, fashionable, hip
- Different - unusual, exclusive, special
- Easy - effortless, trouble-free, user-friendly
- Fabulous - tremendous, magnificent, remarkable
- Handy - functional, ideal, well-suited
- Improved - enhanced, superior, refined
- Leading - first-rate, top-notch, supreme
- Mouthwatering - tasty, savory, succulent
- New - innovative, fresh, inventive
- Powerful - forceful, persuasive, compelling
- Reliable - dependable, steadfast, trustworthy

## "Super Adjectives" Boost the Power of Your Copy

- Safe - secure, fully guarded, guaranteed
- Unique - distinctive, rare, matchless
- Vivid - vibrant, brilliant, stunning
- Wonderful - magnificent, amazing, astonishing

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

Tired of endlessly searching the `Net in hopes of finding the latest copywriting techniques? Need an up-to-date directory filled with the best ways to learn copywriting? Visit <http://www.learn-copywriting.com> today for the widest collection of the most popular copywriting resources available

## "Super Verbs" Really Move Your Copy

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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

## “Super Adjectives” Boost the Power of Your Copy

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!

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

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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.

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