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**The Power of Words in Your Life**

**By Ted Nicholas**

**The Power of Words in Your Life by Ted Nicholas**

All thinking people know that every form of outer communication, including writing, speaking and body language, is crucially important.

However, this issue deals with a topic far more important. It is about a little known "secret." You cannot be a successful communicator without this skill. Once understood, it can propel you to an unprecedented level of happiness and success.

As we think in words, the real key to success and happiness lies within the words you choose for your "self talk."

The implications of this personal dialogue are enormous.

Why?

You are the master--the author--of every single thought, giving you absolute control over your emotional state.

Imagine for a moment how the power and control you would have in life if you could actually "fool" your subconscious at any time into the feeling you most desire! This discovery changed my life. And, if you take it to heart, it will also change yours.

Once you master the art of positive "self talk" it will no longer be important what happens to you in life. What counts far more are the words you choose to "frame" the

event in your mind.

Most "self talk" is extremely negative. Indeed, it's rare to find a person who is positive most of the time, as I'm sure you'll agree.

The impact of this negative "self talk" will, of course, severely hamper or sabotage what you achieve in the business world.

A typical sales message that I create, such as an ad or sales letter, usually contains at least 1,000 words. Contrast

this with the number of words which go through our minds during our inner dialogue.

The experts tell us each and every moment the typical human being uses approximately 1,000 words in their "self talk." Imagine what this can do to your emotional state if the majority of the words and thoughts are negative.

Certain words can quickly catapult you from poverty to great wealth. Well-chosen words can persuade, lead, impress or attract people. However, other words can turn people off, sometimes forever.

I've been thinking recently of examples of what words can actually do in and to your life.

Here is a short list of them.

Depending on the words you choose, you can:

- \* Criticize or support your mate
- \* Discourage or inspire a child
- \* Be invisible to others or have others eager to talk with you
- \* Pass judgment or accept a friend
- \* Take for granted or recognize a valued employee
- \* Feel the depths of despair or unlimited joy
- \* Facilitate loneliness or passionate romantic love
- \* Appeal to one's intellect or touch someone's heart
- \* Make an enemy or a friend
- \* Feel blue or joyous on a rainy day
- \* Quit trying or never give up on motivating yourself to

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greatness

- \* Accept someone's erroneous judgment or ask for their love and support
- \* See yourself as a hopeless failure or an outstanding success
- \* Dream small or dream big and achieve either one you choose
- \* Live in poverty or acquire anything you want in life
- \* Feel constantly tired or full of energy
- \* View yourself as a weak, unattractive person or as a handsome or beautiful, healthy human being, and be absolutely right either way
- \* Picture yourself helpless and defeated or as a successful entrepreneur that cannot be denied
- \* Persuade others to go to war or march for peace

In this article and in my books, tapes and live seminars, I will do all I can to provide you the actual Magic Words and phrases you need to experience positive results.

Think of these Magic Words as a new language of success. They are not theory. They have been tested and proven all around the world. Use them consistently and you are virtually assured you'll get what you want nearly all the time.

You have an unlimited future. Choose the words you use, especially with yourself, carefully and wisely.

Remember, it's not as important what happens to you as the words you use to describe events to yourself. You can be in a mansion or even confined in a prison and still be happy. You may remember this poem: "Two men looked through prison bars. One saw the night and one saw the stars."

Again, it depends on what you choose to focus as you "speak" to yourself.

Words have the absolute power to control your entire life as well as to make it meaningful and happy under any circumstances.

Kind regards,

Ted Nicholas

P.S. I/you need to be in a terrific emotional mood before any creative task such as copywriting. Before I write a word of copy I say to myself or out loud 20 different positive affirmations I've prepared.

If you'd like to have a copy of these for yourself, just send an e-mail to [affirmations@tednicholas.com](mailto:affirmations@tednicholas.com) and a copy will automatically be sent to you

## **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 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,

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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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