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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

Using 'Power' Words when Writing Articles

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

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!

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.

Using 'Power' Words when Writing Articles

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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