



Words that Sell

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Top 24 Words that Sell

- The following words have proven effective in sales copy.
- The most important word is “you”. Always speak directly to the reader.

You / Your
Money
Health / Healthy
Guaranteed
Easy / Easily
Tips / Tricks

Free (ie. Shipping)
Cheap
Yes
Quick / Quickly
Benefit
Love

Results
Safe / Safety
Enhance
Proven
Fun
New

Save / Sale
Special Offer
Now
How To
Solution
More

Top 100 Positive Action Words

- Use positive verbs to elicit the reader’s emotions.
- Incorporate words that make your copy dynamic and exciting.
- Always include a call-to-action to encourage the reader to click through.

Accommodate
Accomplish
Acquire
Act
Analyze
Anticipate
Apply
Approach
Assert
Assess
Assure
Balance
Be
Boost
Bridge
Build
Charge
Claim
Coach
Command
Communicate
Confront
Conquer
Control
Convert

Create
Defeat
Define
Deliver
Demand
Demonstrate
Determine
Develop
Devote
Direct
Discover
Double
Empower
Establish
Evaluate
Express
Facilitate
Focus
Frame
Freshen
Gain
Get
Grow
Handle
Harness

Identify
Implement
Improve
Increase
Influence
Inform
Involve
Join
Know
Learn
Leverage
Maintain
Make
Manage
Map
Master
Motivate
Move
Multiple
Negotiate
Organize
Persuade
Pinpoint
Polish
Praise

Prepare
Present
Prioritize
Promote
Read
Reduce
Resolve
See
Segment
Select
Shape
Sharpen
Show
Situate
Soothe
Stop
Streamline
Strengthen
Sustain
Tackle
Take Charge
Test
Thrive
Triple
Understand