



# 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