



Women's Entrepreneurial Network

Magic Words

The following "magic" words carry immense power:

Free	Love	Safe
New	Benefits	Right
You	Alternative	Security
Sale	Now	Winnings
Introducing	Win	Fun
Save	Gain	Value
Money	Happy	Advice
Discover	Trustworthy	Wanted
Results	Good-Looking	Announcing
Easy	Comfortable	<u>Your</u>
Proven	Proud	People
Guaranteed	Healthy	Why

"Tragic" words you should avoid

Buy	Difficult	Death
Obligation	Wrong	Order
Failure	Decision	Fail
Bad	Deal	Cost
Sell	Liability	Worry
Loss	Hard	Contract

Be careful about using the word: Quality
Sears sells quality clothing, but so does Saks Fifth Avenue.
So, who has the better quality product?!

