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Sayings, Idiom List

The Big List of Power Words: 189 Phrases That Influence, Persuade, and Convert Kevan Lee — July 2, 2014 Follow @kevanlee B2C is proud to bring you this article from our sponsored series by Buffer :

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Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas [Edward Werz, Sally Germain] on Amazon.com. \*FREE\* shipping on qualifying offers. An excellent 'ready reference' both for copywriters and for those entering the field.

The Big List of Power Words: 189 Phrases That Influence ...

While some buzzwords are useful at certain

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times, for example when marketing or selling, others are fillers or just lazy language. All that being said, we've compiled the ultimate list of business buzzwords relating to marketing, sales, service, and even social media and millennial marketing .

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## Ultimate Guide

Boost sales with these powerful marketing words: Usually "now" is used as part of a call to action. Examples include: "Shop now" (see above!), "Act now," and "Subscribe now."

4. New – Customers are intrigued by the newest gadget, product, or offer. It's an attention-grabbing word that's effective in emails.

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Use the right phrase or slogan. however. and you ve made your sale. Use the wrong one. and

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you've lost your opportunity ... maybe forever. Choosing the right phrase or slogan is vital to your success. And so is Phrases That Sell. It's the ultimate resource for anyone needing hands-on Instant Access to the key ...

Phrases That Sell : Ultimate Phrase Finder to Help You ...

Author Darlene Price, the originator of this cause-and-effect list, has great insight into what makes these cause-and-effect phrases so useful: " Cause-and-effect words make your claims sound objective and rational rather

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than biased and subjective." Where to try these: Closing paragraphs, transitions. 12 phrases that imply exclusivity. Members only

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Marketing is all about persuading the potential customer on the value of the offer,

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and there are key trigger words that can help make your call to action phrases more successful. These include "new", "free", "because", "results", "guarantee", "your", and even "my".

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