

The Hypnotic Writer's Swipe File

How to Get Gloriously Rich and Rule the Earth using this Forbidden Collection of Hypnotic Words, Phrases, and Sentences to Command Minds

by Larry Dotson and Joe Vitale

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Ch 1 - The Story of the Hypnotic Writing Monkey

by Joe Vitale

The world's first Hypnotic Writer

Author of "Hypnotic Writing" and "Advanced Hypnotic Writing"

A monkey could use this material to write a riveting sales letter, ad, or email message.

The only condition is the monkey needs to be able to read.

I'll prove it to you.

Right now I have no idea how to write this article for Larry on " How to Easily Use This Material to Get Gloriously Rich."

So, in this case, I'm the monkey.

Now follow my path....

I grab this material and flip through it---which is what I'm doing right now---and I spot a phrase...

"You don't realize it, but in the next few minutes you're going to learn..."

I add to that phrase something my monkey mind gives me, "...how to get people to do your bidding by using this amazing collection of hypnotic materials."

I now have this: "You don't realize it, but in the next few minutes you're going to learn how to get people to do your bidding by using this amazing collection of hypnotic materials."

There, I just wrote a good line. Any monkey could do it, as long as said monkey can type.

If you're like me, you'll probably want another example.

Stop! Did you notice that "If you're like me..." is one of Larry's hypnotic lines? It is. It's in this book. My monkey mind found it and used it.

And "Stop!" is from his book, too. I saw it and tossed it into the above paragraph. Made you look, didn't it?

Here's a fact for you: Any man, woman, child or monkey can flip through these pages and find words, phrases, and complete sentences to help them lead and control the minds of their readers.

Hey! Did you catch what I did? The phrase "Here's a fact for you..." is also from Larry's collection. It's a way to assume logic without having any. It works.

And did you notice that "Hey!" grabbed your mind?

It, too, is from this collection. It's a powerful yet simple tool for practically yelling out your reader's name in a crowded room. It GRABS attention.

Are you beginning to see how you can use this material?

Think about making use of this collection of hypnotic material and you'll begin to feel real power.

And did you notice that "Think about making use of..." is yet another golden nugget from Larry's book?

Yes, a monkey with typing and reading skills just might be able to write a good letter with this amazing collection of tried and true hypnotic words and phrases.

But more importantly, since YOU are smarter than any monkey, by the time you finish reading this material you will be able to take these words and phrases and weave them into hypnotic letters and ads that get people to act on your commands and suggestions.

Stop! Note "by the time you finish reading..." is ALSO from Larry's priceless bag of tricks!

Can you see why I'm so excited!

As you study every word of this book you will become amazed at how easy it will be for you to start writing your own hypnotic material.

(I can't resist. "As you study every word of this book you will become..." is also swiped from Larry's collection. This is becoming way too easy.)

But let me confess something:

(Yes. "Let me confess..." is a hypnotic phrase.)

When Larry wrote to me and said he compiled this material, I was angry.

("I was angry..." is from this collection, too.)

I wanted to be the author of these gems. I even offered to help add more gems to the package if Larry would let me be co-author. He agreed, but I could barely think of anything to add! Larry already did the work---and did it very well!

The further you read into this collection, the more you will realize why professional copywriters always have "swipe files." They use them for inspiration. In this case, Larry has done ALL the leg work for you.

("The further you read into this..." is from his swipe file.)

Remember when you were in high school, and you cheated to get a passing grade? Admit it. You did, at least once. Well, this collection is your cheat-cheat.

("Remember when you were in high school..." is swiped from this book, too. Do you see how easy it is to write with this collection at hand? It's so easy I feel silly accepting money for writing material like this for clients. But not THAT silly.)

Have you noticed yet that I began with no idea of how to write this article and now, with the help of Larry's collection, have written a very interesting and maybe even hypnotic piece?

("Have you noticed yet that..." is from this fantastic swipe file, too.)

So here you are. You're holding dynamite. Do you light it and throw it in a field to watch the dirt blow up, or do you light it and throw it where you know lay hidden gold?

FACT: The choice is yours. Use this material wisely.

("FACT" is swiped, too.)

Go forth and profit.

-- Joe Vitale

www.mrfire.com

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Ch2 - 32 Camouflaged Headline Templates

A key to getting your ad read is making your ad's headline not look like a headline and your ad not look like an ad.

You want to write your ad copy as an "Advertorial." An advertorial is mainly an ad camouflaged as an editorial. It looks like an article; it's really an ad.

You would combine the information with your sales pitch, bullets, testimonials, facts, etc. The title of your advertorial should be similar to the title of any article, book, news story, press release, etc. How many times have you started reading what you thought was an article or report that turned out to be an ad?

Under the title of the advertorial is usually the authors name with their with their credentials. This makes it look

even more like an editorial piece.

Example:

3 Breakthrough Ways To Lose Weight
By Larry Dotson, CEO of L.D. Publishing

Here they are:

Unlock...

Open...

How To...

Learn...

Discover...

Uncover...

...Exposed.

...Revealed.

...Explained.

What You...

Profit...

Save...

Make.

Secrets Of...

Top (No.) ...

The (Adjective)...

A (Adjective)...

Breaking News!...

Special Alert!...

Special Report!...

Our Latest Article!...

(No.) (Adjective) Ways...

(No.) (Adjective) Tips...

(No.) (Adjective) Strategies...

(No.) (Adjective) Techniques...

(No.) (Adjective) Tactics...

(No.) (Adjective) Secrets...

(No.) (Adjective) Ideas...

(No.) (Adjective) Benefits...

(No.) (Adjective) Reasons...

(No.) (Adjective) Questions...

(No.) (Adjective) Steps...

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Ch 3 - 31 Hypnotic Headline Words

You can generate headlines fast simply by using words from this list. Simply take words from below, add them to your product or service, claim or guarantee, and watch how easy it is to write a hypnotic headline.

Example: Announcing: Astonishing Guaranteed Free New Way to Find Love Now!

announcing
astonishing
at last
exciting
exclusive
fantastic
fascinating
first
free
guaranteed
incredible
initial
improved
love
limited offer
powerful
phenomenal
revealing
revolutionary
special
successful
super
time-sensitive
unique
urgent
wonderful
you
breakthrough
introducing
new
how-to

Ch 4 - 63 Hypnotic Openings

These will easily help you start any advertisement (or any sort of writing) without thinking. They are prompters, mind joggers, and brain stimuli. Just read them and fill in the blank with whatever comes to mind.

For example, in your opening sentence tell your readers what they will learn or what feelings they will get from reading your advertorial.

As you start reading the beginning of this article you find yourself...

As you sit there and read the beginning of this report you start to feel...

As you read every word of this report you will become (amazed, stunned, etc.) at...

As you study every word of this article you will be (amazed, stunned, etc.) at what you'll learn...

As you analyze each word of this document you will shortly feel a sense of (calmness, joy, etc.)...

As you scan every word of this web page you will begin to discover new ways of...

After you read this short article, you will feel...

After you read this short report you will have learned...

By the time you finish reading this document, you'll will have learned...

By the time you finish reading this page, you'll will feel...

You have no idea that...

You don't realize it yet, but in the next 2 minutes you're going to learn...

You don't realize it yet, but in the 2 next minutes you're going to feel...

You don't know it yet but, in a few short minutes you'll begin to feel...

You don't know it yet but, at the conclusion of this report, you will feel...

You don't know it yet but, at the end of this page, you will have learned...

At the conclusion of this story...

At the end of this page...

In the next 2 minutes you are going to learn...

At the end of the next two minutes you will feel...

As you read every word of this article, you will discover...

As every word travels from this article to your brain you'll start to feel...

The further on you read, you'll begin to understand...

The farther down this page you read, you'll start to feel...

While you're sitting there reading this, your going to learn...

By the time you read this, you'll will feel...

After this ad concludes, you will have learned...

Ask your readers to imagine a time or experience in their life that's real or fantasy. The scene should be something that would persuade them to keep reading your advertorial.

Can you imagine...

Picture yourself five years from now...

Just picture...

Just imagine...

Imagine for a...

Remember when you were in high school...

Imagine what it would be like if...

Wouldn't it be amazing if ...

And in those early years of existence...

Imagine what it would be like if you could...

See yourself....

Remember the smell of...

Now, as you continue to read my words...

Have you ever smelled....

And the feeling of...

And you remember the story of...

Think back to when you were a child...

Allow yourself to imagine a scene of...

And now as you feel these feelings...

Visualize yourself....

And you begin to notice...

Do you remember hearing...

Can you recall what a (insert word) feels like?

And perhaps traveling back to some of the earliest times of childhood...

Have you ever felt a...

Can you remember a time...

Have you ever seen...

Have you ever tasted a...

Just think....

Drift back in time when...

Imagine experiencing...

Use statements at the beginning of the ad copy that your prospects already know to be true. This creates trust right away. Trust leads to sales---and to getting people to do anything else you may want them to do.

You probably know...

You're intelligent enough to know...

Of course you've heard that...

Everyone knows....

You probably already know this...

Rare thinking people like you already know that...

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Ch 5 - 178 Psychological Copy Connectors

Copy connectors are ways to weave your sentences and paragraphs together to end up with a sales letter, ad, or email that compels people to take the actions you want.

Tell your readers what they're thinking or feeling as they read your words. Most people will actually start thinking or feeling it because you brought it up. Only induce thoughts that will attract them to buy your product.

Make your readers visualize what the future will be like if they buy or don't your product. Tell them all the goals they'll accomplish or not accomplish, the benefits they'll get or won't get, what their friends and family will think and say, etc. Explain the feelings and emotions they will gain or avoid like happiness, fear, sadness, etc.

Ask your readers questions that induce thoughts, memories, feelings, moods and emotions. Most people's brains are triggered to find the answer when they are confronted with a question. People have been programmed their whole life to automatically answer questions. Make people visualize with their five senses. You can actually control what your reader thinks about while they're reading or skimming your writing.

Ask questions to make your readers think about their problems. Make their problems seem bigger than they actually are by using "what if" questions. The more they think about their problem, the more they want to find a way to solve it. The bigger they see their problem the easier it is for you to make a sale.

What if you...

Little by little you begin...

And as you absorb this information, you'll...

And as you are thinking about..., you become really interested...

Are you beginning to see how...

As you read each word in this letter,...

Have you noticed yet that...

As you keep skimming through this article, you're beginning to think...

As you keep scanning over this report, you are beginning to...

The more you keep reading this document the more you feel...

The more and more you review this page the more you begin to find yourself...

As you keep reading this web page, you are feeling more and more...

Imagine what it would be like if...

Now I would like to help you experience...

Wouldn't it be amazing if...

And you will sink deeper and deeper...

And you will start to feel better and better about...

Just think about it...

Imagine, for a moment, that it's a month from today...

Let me ask you, if you were...

Now imagine you...

Now, let me ask you this...

In a moment, I'll tell you...

Just picture this for a moment...

You're probably wondering...

In 3 short minutes...

Imagine what you could do if you...

In this short letter, you're...

Imagine what it would be like if you could...

You've got to wonder...

Now, I can almost hear your mind saying...

And soon you'll...

Now let yourself get in touch with the feelings of...

And before long...

And do you begin to notice...

And shortly...

Now, let me ask you a personal question...

Are you beginning to notice...

Are you beginning to see...

While you're sitting down analyzing this document, you begin...

Earlier on, I asked you the question...

Do you remember a time when...

If you're thinking...

Just a few seconds ago, I asked you...

I wonder, even as you continue to read this report, if you...

As you pay close attention to this page...

Let yourself go back and experience those...

As you sit and read this web page you've forgotten all about...

So now you have to choose between...

The more and more you read this article you forget about your feeling of...

Drift yourself back through time, before being...

Let your thoughts focus upon this ad...

Just suppose...

Now I want you to go deep into your own mind and visualize...

The closer and closer you get to the end of this article the further and further your problem...

The further and further you browse toward the end of this report, slowly your problem...

As your read this page, you will experience the feeling of...

If you're like me...

Really think about...

Since you're still here, I'm going to assume...

As you read this page, more and more, you'll experience less and less...

As you read this page, more and more, you will start to feel better and better about...

Now, as every word travels for the page to your ears...

Now, as every word travels from this article into your unconscious mind...

Little by little, you become free of...

Now keep in mind...

Now finally you are...

You notice...

In front of your eyes...

If you're like everyone else...

Earlier on, I asked you the question...

As your view continues to expand...

Ask yourself this question...

Imagine scenes of...

Allow yourself to imagine a scene of...

After a time, as you continue to experience...

You will retain a clear imagine of...

Allow yourself to be open such an imagine of...

As you continue reading...

Okay, you're probably wondering...

Okay, you're probably thinking...

I know you're thinking...

I know you're feeling...

You are starting to experience an episode of...

Now, as you become...

Since you've made it clear down here, I'll assume...

Take your time and enjoy the experience of...

Think of your problem as an...

Your unconscious mind...

As your brain.....

Picture yourself...

See yourself...

Notice....

And in this same way...

You are so deeply....

With this newly learned knowledge....

You can visualize...

Remember the feeling of...

Look at the entire imagine of yourself...

Let your inner mind shift back to a time when...

Now that you know what has been happening...

Go forward in time when....

Travel to the future...

As I talk to you , you continue to feel...

As I communicate with you, you continue to...

As you allow yourself to go further and further down this page, you're realizing...

As you allow yourself to scroll more and more down this page, you're...

As your brain responds to this information, you...

As more and more seconds pass by...

What do these feelings mean to you...

What does this information mean to you...

As time passes by...

The fact that you decided to read this letter...

The fact you're still reading this article means...

Now, let this all sink in for a moment...

By knowing this information...

Now you find yourself drifting slowly back...

In just a short while...

As a result of what I am telling you right now, you begin to feel...

Please concentrate on your biggest...

Jut imagine for moment...

Notice how...

Imagine hearing my voice talking to you as you read this article...

With each breath you inhale you feel more and more...

With each breath you take you feel more and more...

With each word you read you feel more and more...

As you continue to move down this page, you...

Now tell yourself that you...

Second by second, let yourself feel...

As long as you tell yourself, you...

Starting now, more and more, you will visualize...

Now, I want you to think about the above sentence over and over...

As each second passes...

And each night you go to bed you'll think...

And each morning you wake up you'll think...

Now I want your unconscious mind to listen very carefully...

As you think about...

As you recall the memory of...

Second by second you will find it easier and easier to...

With every passing minute...

With every passing word...

Word by word you read...

Sentence by sentence...

As each sentence passes...

Allow yourself to drift...

In the coming paragraphs...

In future sentences...

In a moment, your subconscious mind is going to...

And I wonder if you've already begun to notice the fact...

I want to ask your subconscious mind to...

In the words to follow...

As you read this article, think about certain words and their meanings...

I want you to think about the word... What does it mean for you...

Allow your self to drift back when you were a small child...

Allow yourself to travel in the future when...

And it begins to become easier to imagine...

And can you remember...

And you begin to notice...

Soon you'll sense...

And yet you've experienced that many times when...

And you will begin to...

And you'll be surprised to discover...

And as I implant theses words in your brain, you'll notice...

And I'm sure you've felt...

As you're breathing...

And you can remember how...

And the longer you....the longer you...

And so your mind remembers what the feeling of....is like...

And now you begin to realize...

Your mind perceives...

And, as you listen to your mind, you can notice the feeling of...

You may remember the feeling of...from the past...

As you continue to pay closer or closer attention to these words...

Your feeling of...is slowly disappearing the closer you come to the conclusion of this article...

Your feeling of...is slowly disappearing as you continue to read this letter word after word...

Your feeling of...is slowly vanishing away as you come closer to ordering...

Your feeling of..., in a surprising way, is slowly changing to...the more and more you read this article...

Your feeling of..., in a surprising way, is slowly changing to...the closer you come to ordering...

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Ch 6 - 55 Logic Generators

People buy on emotions, but back it up with proof and facts.

Make sure you let your readers know if you're telling them a fact. You can do this by labeling the fact before they read it. Here are some examples:

Scientific Fact:

Read these facts carefully.

Proven Fact:

Here's a fact for you

FACT!

Absolute Fact!

Pure Fact!

Here's the bottom line...

This fact is verified by....

Want more proof?

A new study conducted by (insert word) proved...

Face it...

This fact is verified by...

This statement is supported by...

Studies will soon prove that...

Many studies have already proven that....

The future will prove this fact:...

TIP: If you have no proof to support your facts you can always use words and phrases that people naturally assume contain factual information. Here are some:

In every instance...

Everyone knows...

Most people know...

Most of us...

Let's face another harsh reality that...

You've probably heard...

...Because...

Overtime...

Everyone...

Everywhere...

...Always...

Everybody...

...Never...

The fact of the matter is...

The question is...

The problem is...

To further reinforce this fact...

There is only one solution to this...

The correct thing to do is...

The right thing to do is....

That's not...

You are never...

What is important...

The reality is...

What is really going on is...

The truth of the matter is...

There is no reason for this...

What is the true of meaning of this...

There is no other way to...

You are absolutely right ...

This must be what is going on...

What does this all mean...

It is quite obvious...

Any expert will agree that...

What this all means...

As a matter of fact...

The important thing is...

Here's the truth...

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Ch 7 - 11 Embedded Commands

You can command someone do to something by inserting the command within a larger sentence. This is called "embedding commands." Most people will never see them coming. Here are some you can use:

When you attend this seminar you will discover why so many people get excited and tell their friends about it....

(Embedded commands are "attend this seminar", "you will discover," "get excited", "tell their friends.")

Everyone who reads Joe Vitale's books on how to write hypnotically buy all of his other books, too.

(Embedded commands are "read Joe Vitale's books" and "buy all of his other books.")

When you hire me to do your marketing, you'll see results within the first 24 hours.

(Embedded commands are "hire me to do your marketing" and "you'll see results".)

After you read this Hypnotic Swipe file you'll tell everyone about it because you'll have so much fun when you use this material to make people give you money.

(Embedded commands are "read this", "tell everyone", "use this material.")

When you place your order for our other books on Hypnotic Writing, you'll feel the power that comes from controlling minds with words.

(Embedded commands are "place your order," and "feel the power.")

Other embedded commands:

really look forward to
you should do this
get really excited
think about this
agree with me
see this clearly

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Ch 8 - 5 Hidden Commands

You can get someone to follow your commands by softening what you say before the command, so they don't even realize it is a command. Basically, you prefix your command with a gentle statement. Examples:

I'm wondering if....(you will buy today)

I don't know if ... (you will buy today).

A person may not know if....(you will buy today).

You don't have to....(you will buy today).

You probably already know...(you will buy today).

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Ch 9 - 7 Confusers to Take Control

You can deliver a statement that confuses people so that your following statement goes straight past their mental censors.

In short, you are intentionally making your reader dizzy so they will not question your next command. For example:

Ask me about the monkey. You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

That's exactly why. You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

Pumpkins fly. You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

What lunch walked? You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

Blood doors cat. You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

Sex ate. You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

Drive books. You'll order Joe's books on "Hypnotic Writing" sooner or later, anyway.

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Ch 10 - 7 Stop Commands

You can halt someone in their path of reading or listening or even walking away by saying or writing "STOP!" You can also install a hypnotic command right into their mind in the second after you stopped them. Examples:

STOP and picture what life will be like using this Swipe File to get people to do your bidding...

STOP and ask yourself where you will be in one week if you don't buy this material right now...

STOP and imagine yourself on a warm beach with the person of your hottest fantasies....

STOP and ask yourself this key question...

STOP and listen to your own thoughts. You want to buy all of Joe Vitale's books and tapes now...

STOP and realize that you have never ever seen an offer like this before anywhere in history...

STOP and think of all the ways you can use this stop command to get what you want...

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Ch 11 - 2 Irresistible Mind-Grabbing Words

These two words should be used repeatedly. They are the most powerful copywriting words of all time:

you
free

I'll rewrite the above lines to give you an example of how to use the words:

You can use these two words freely and repeatedly. You'll find them to be the most powerful copywriting words of your life---and they're yours free.

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Ch 12 - 5 Forbidden Hypnotic Words

Hypnotists know that words ending in 'ly can slip right into people's minds. Here are a few:

obviously
clearly
softly
apparently
certainly

Examples of how to use them:

Obviously you can see how using this Hypnotic Swipe File will clearly make you more money...

You can clearly see that what I'm saying is certainly true...

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Ch 13 - 5 Hypnotic Agreement Questions

Ending an obvious statement with a question can put people into a "yes" trance, where they are being conditioned to do what you say and to agree with your next statements.

You are reading this, aren't you?
You try to take care of yourself, don't you?
You are ready for success, aren't you?
You are looking at me, right?
You know what I mean, don't you?

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Ch 14 - 3 Hypnotic Story-Telling Methods

Stories mesmerize people and lead them to do what you want. Many of Joe Vitale's most successful hypnotic letters were simply stories with a message.

First person story: Where you talk about how you used a product or service to get the result.

"I used the Hypnotic Swipe file and amazed myself by writing hypnotic ads."

Endorsement story: Someone like your reader used your product or service and got the result.

"John was skeptical but used the Hypnotic Swipe file and he was amazed at how easily he could write ads and letters that got results."

Future-paced story: You take the prospect into his or her future and paint a picture of what life will be like with (or without) your product or service.

"You are now living five years from now. You've been using the Swipe File and making money. Where are you?"

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Ch 15 - 22 Attention Grabbing Words And Phrases

Do you have a very important selling point you want them to read? Well, here's 15 way's to do it.

Look here!

Hey!

Stop!

Pay close attention!

Now listen closely!

Listen closely:

Here's a secret:

I'm Angry!

Don't miss a word of this...

Listen to me,

Warning!

Top Secret Information:

Stop!

Here's my confession...

Listen!

Forget everything and listen,

Beware!

I have a problem...

I'm ready to EXPLODE!

Get over here and listen to this!

Pull up a chair and hear me out:

Turn off the phone and listen!

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Ch 16 - 41 Magical Bullet Templates And Modifiers

Bullets are proven sales generators. I'll show you some modifications to make them even more powerful.

See yourself mastering 5 ways to...

Visualize yourself finding out about 4 killer...

In 2 minutes you'll learn...

Shortly, you'll discover...

Imagine learning how to...

In a moment, you'll find out...

Picture yourself five years from now...

What if you could...

Just picture...

Just imagine experiencing a new way to....

Imagine feeling...

Imagine what it would be like if...

Wouldn't it be amazing if...

Imagine what it would be like if you could...

Just think about getting a powerful...

Imagine tasting...

Vision smelling...

Just think...

Visualize yourself using our product to...

Think about making use of...

Fantasize uncovering...

Feel yourself putting to use...

Dream about applying...

Envision yourself being able to...

Bullet Modifiers: You can use these after each bullet to create more excitement and curiosity. These short but powerful phrases will make your bullets even more powerful.

You don't want to miss this one!

This tip is amazing!

You won't believe this one!

I can't wait till you try this strategy!

Simply unbelievable!

Just plain awesome!

This one's really cool!

You have to see it to believe it!

Just incredible!

You better not miss this benefit!

Seeing is believing!

All this can be yours!

Take advantage of this now!

Don't miss out!

Check it out yourself!

You be the judge of this benefit!

Don't believe me, believe yourself!

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Ch 17 - 13 Highly Suggestive Guarantees

If you don't have a guarantee, forget it. You must persuade your prospects that they have no risk at all. The best guarantee is one where you put all the risk on you. Relax. Most people never enforce a guarantee, anyway. Besides, isn't your product or service worth guaranteeing?

As you think about ordering, you suddenly realize, you have nothing to lose with our lifetime money back guarantee.

Imagine being able to try out a product without any risk. Now it's a reality!

Imagine having the chance to return our product for a full refund if you're not satisfied.

Envision being able to return our product for a full refund and still keeping all the free bonuses!

As you debate about buying our product, think about our no questions asked, 90 day money back guarantee!

While each second passes, you know you must be satisfied or you'll get all your money back.

Picture yourself having all the power because you have one full year to try out our product without any risk.

As this article comes to a end, you realize if you return our product for what ever reason you'll receive a prompt refund.

Are you beginning to see that if you return our product within 60 days you will owe nothing?

Allow you thoughts to focus on our double your money back guarantee.

Okay, you're probably thinking, I could order their product then after I'm done with it just send back for a full refund.

The closer and closer you get to ordering you keep thinking, that if I don't like the product, I'm entitled to a prompt refund.

What would be the best way for us to prove this (product or service) really does what we say? THAT'S what we'll do for you...

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Ch 18 - 33 Subliminal Closings/P.S.'s

These are usually the last two things people read. You must be able to persuade your readers to take action right now. Joe Vitale calls a "PS" a "powerful statement." Here are some hypnotic ones for you to try.

As you strongly consider ordering, you picture how much money you would save if you bought today.

As this article ends, think about the value of getting 4 free bonuses for only ordering one product.

As this page ends, imagine getting a product up front without paying for it for a full thirty days.

As this report concludes, visualize getting a \$20 rebate just for trying out our product.

As this letter wraps up, envision paying for our product in 3 low monthly payments.

As this web page nears the bottom, picture buying only one product and getting one free for your friend.

Now that you're at the end of this article you're just minutes away from the feeling of...

There is nothing more I can do for you, you either have to try out our product or order in the next 15 minutes.

You know you have to make a decision about ordering, you have to decide to either buy the basic or deluxe version.

I'm sure that by now you can see that you won't find these benefits anywhere else.

Don't order yet until you think about one day only 50% discount.

I'm not ready to let you order until you...

Each and everyday that you go without ordering you're more than likely going to...

While you strongly think about buying you can also think about what your friends would say and think if you bought our product.

Just imagine days from now using our product to...

Just imagine minutes from now what you will be learning...

And as we told you before you can only buy this product from us.

Now, I can almost hear your brain talking...

I'm really wondering, if this product is for someone like you because...

You can take away any pressure your readers have about ordering by using reverse psychology and by using the words 'but' or 'however'. Tell people not to buy your product. This will stun your readers and make them want to buy. People always read after the 'but' and 'however' because they feel the words following them are the most crucial. The information following them should include a strong selling point like a freebie, a limited timed offer, etc.

You don't have to order now, but consider you'll receive the product instantly after your order.

It isn't necessary to order now, however I have one more thing to tell you...

You really don't need to order now, but please read this testimonial before you go...

If you can find a better product, don't buy ours, however remember the feelings you had when...

Don't buy our product if you can't afford it, but do think about our easy payment plan.

Combines a command with a question. The sentence still tells them to buy but lowers their resistance because its actually a question.

You will order now, will you not?

You can order now, can you not?

You can't leave this page empty handed, can you?

You can try out our product, can't you?

You do want to order, don't you?

People will often tend to agree with the majority. When you write your ad, explain how the majority of people have purchased your product.

Just think, you can't go wrong because 2 out of every 3 visitors buy our product.

Some people don't buy the first time they visit your web site no matter what you offer them. You can overcome this by linking an image of your product with one of your readers everyday actions.

When you're lying in bed tonight, you will think of all the benefits of buying our product.

When you wake up tomorrow morning you will feel compelled to turn on the computer or order our product.

While you eating (dinner, breakfast, lunch) you'll picture how much better your life could be by investing in our product.

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Ch 19 - 9 Visual Phrases

Look at this
See it
Focus here
Watch this
Show me
Let me show you
Dark side
Glowing words
Look into it

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Ch 20 - 8 Auditory Phrases

Sounds good
I hear you
Call me
Lend an ear to this
Loud and clear
I'm in tune with you

Voice your opinion
It rings true

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Ch 21 - 5 Kinesthetic Phrases

Get a feel for this
That scares you
Stir it up
Toss this idea around
Go for it

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Ch 22 - 13 Hypnotic Hype Action Phrases

No cost! No obligation! No commitment!
Reply with 5 days
See for yourself FREE
You be the judge
Give us your "YES!" answer today!
We're giving away books for 10 cents and here's
the 10 cents!
Read it Drive it Play it FREE for 10 days!
Your credit is good with us
Do it now, while you're thinking about it!
Rave reviews
Refund if not satisfied!
Look at all you get!
Hurry! Quantities are limited!

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Ch 23 - 163 Emotional Provoking Words

These words can trigger certain emotions that will help persuade your readers to buy.

Affectionate
Aggressive
Agonized
Angry

Annoyed
Anxious
Apathetic
Apologetic
Arrogant
Assume
Bashful
Betrayed
Blissful
Blue
Bored
Burdened
Cautious
Charmed
Cheated
Cheerful
Concentrating
Condemned
Confident
Conflicted
Confused
Contented
Crushed
Curious
Defeated
Depressed
Despairing
Determined
Disappointed
Disapproving
Disbelieving
Discouraged
Disgusted
Dissatisfied
Distractible
Distraught
Disturbed
Dominated
Dream
Eager
Ecstatic
Empathetic
Empty
Energetic
Enraged
Enthusiastic
Envious
Envision
Evil
Excited
Exhausted
Experience
Failure
Fantasize
Fearful
Feel

Find
Flustered
Foolish
Forgetful
Frantic
Frightened
Frustrated
Guilty
Happy
Hear
Helpful
Helpless
High
Hopeful
Hopeless
Horrible
Hurt
Hysterical
Idiotic
Ignored
Imagine
Impulsive
Indecisive
Indifferent
Infuriated
Innocent
Interested
Intimidated
Irritable
Isolated
Jealous
Jumpy
Kind
Lazy
Left Out
Listen
Lonely
Love struck
Loving
Manic
Meditative
Melancholy
Miserable
Negative
Nervous
Notice
Obstinate
Okay
Optimistic
Outraged
Pained
Panicky
Paranoid
Peaceful
Persecuted
Picture

Master File

Pressured
Prudish
Punished
Put Upon
Puzzled
Regretful
Rejected
Relaxed
Relieved
Restless
Sad
Satisfied
Savor
Scared
See
Sense
Shocked
Sleepy
Smell
Smug
Spiteful
Stunned
Stupid
Suppose
Surly
Surprised
Sympathetic
Taste
Tense
Terrible
Terrified
Think
Tired
Touch
Trapped
Troubled
Ugly
Unhappy
Uninterested
Unmotivated
Vision
Visualize
Vulnerable
Weepy
Wonderful
Worried
Worthless

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Ch 24 - 860 Fill-In-The-Blank Sentence Starters

(No.) days before
(No.) hours later
(No.) years before
(No.) years later
A
A case in point
A couple days ago
A different view
A good example would be
A good habit
A system of
A very
A week ago
A word of caution
About
About a () ago
Above all
Above
Absolutely
Accordingly
Across
Actually
Add to this
Additionally
Adjacent to
Adjacent,
Admittedly
Admitting
After
After a few hours
After all
After being
After doing
After that
After the
After this
Afterward
Afterwards
Again to repeat
Again to translate
Again
Against
All but
All except
All in all
All of them
All the
All the same
All together
Almost
Along
Along these same lines
Along with
Alongside
Already
Also notice the

Also
Although at first
Although this is true
Although this may be true
Although
Altogether
Always
Amid
Among
An
And even
And besides
And finally
And just
And so
And so forth
And then
And these
And yet
And
Another
Another case
Another is
Another method to
Another option
Another way
Another way to
Any
Anyhow on the contrary
Anyhow
Anyway
Apparently
Appeal to the
Are you
Around
As
As a
As a consequence
As a matter of fact
As a result of
As an illustration
As for
As has been noted
As has been said
As I have noted
As I have said
As I have shown
As I mentioned
As I stated
As I was saying
As if
As if by comparison
As illustrated above
As indicated above
As mentioned above
As mentioned earlier

As mentioned
As noted earlier
As opposed to
As similarly
As soon as
As though
As we can see
As well
As well as
As
Ask
Ask most experts
Ask yourself
Assuming that
At
At a time when
At an earlier time
At any rate
At last
At length
At once
At present
At that time
At the outset
At the same time
At the side
At this point
At this time
Away from
Basically
Because I never
Because of
Because of this,
Because
Before
Before long
Before me
Before that
Before this
Before you
Begin
Begin with
Behind
Believe me
Below are
Below
Beneath
Besides
Between
Beyond
Both
Briefly
But also
But at the same time
But however
But is that really

But let's say
But let's see
But more importantly
But not
But on the contrary
But one could also say
But really
But the important thing
But this as well
But
By
By all means
By comparison
By contrast
By that time
By the same token
By the way
Can a
Can't you just
Certainly
Clearly
Close
Comparable to
Compared to
Conceivably
Concerning
Conclusion
Conclusively
Concurrently
Consequently for this reason
Consequently
Consider
Conversely
Counter to
Create an
Currently
Definitely
Despite this
Despite
Did you ever
Did you know
Differing from
Do people
Do you
Do you know
Does
Does the
Does your
Doesn't
Don't even
Don't get me
Doubtless
Down
Due to
During
Earlier

Either
Either way
Emphatically
Enjoy this
Equally
Equally important
Especially
Eternally
Even if
Even more
Even so
Even the
Even though
Even without this
Eventually
Every so often
Everyone
Everything happens
Evidently
Except for this
Farther on
Few
Finally, in conclusion
Finally
Find a
First
First of all
First things first
Followed by
Following
Following this
For
For a better
For all that
For as
For example
For fear that
For important
For instance
For my
For one thing
For that reason
For the purpose of
For the same reason
For the simple reason that
For this purpose
For this reason
Forever
Former
Formerly
Fourth
Frequently
From
>From another point of view
Further
Furthermore

Given these facts

Granted

Hardly

Have you

Having completed the () steps

He

Help

Hence

Her

Here

Here again

Here are

Here are the

Here's a few

Here's a list of

Here's how

His

Hope in the future

How about

How did

How do

How do you

How much

How often

How on earth

However

I

I always

I am very

I believe

I can't

I discovered

I have also included

I have found

I mean

I might also add

I need your

I notice

I once

I refer to this

I tasted

I used to

I will

I'd

If

If anything

If I can do this

If it's

If so

If somebody

If unless

If you

If you can

If you have

If you have a

If you have time

If you think
If you thought
If you were
If you wish
If your
If you're like
If you're
If you're currently
I'll also show
I'm sure
I'm sure you've
Imagine
Imagine this scenario
Imagine this scene
Immediately before
Immediately following
Immediately
In a
In a different sense
In a different way
In a nutshell
In a similar manner
In a word
In addition
In all
In another case
In any case
In any event
In back of
In brief
In case
In closing
In comparison
In comparison to
In comparison with
In conclusion
In contrast
In detail
In effect
In either case
In either event
In essence,
In exchange
In fact
In front of
In general
In like manner
In my opinion
In order
In order for a
In order that
In order to
In other words
In particular
In point of reference
In short

In similar fashion
In simpler terms
In spite of
In spite of that
In spite of this
In spite of
In sum
In summary
In the back
In the background
In the beginning
In the distance
In the end
In the foreground
In the front
In the future
In the hope that
In the last few () alone
In the light of
In the meantime
In the meanwhile
In the same category
In the same manner
In the same way also
In the same way
In the second place
In these circumstances
In this case
In this event
In this manner
In this respect
In this situation
In this way
In truth
In your
Incidentally
Including
Indeed
Indeed, with this in mind
Inevitably
Initially
Inside
Instead
Instead of
Interestingly
Into
Is there an
It
It appears
It can get very
It doesn't matter
It doesn't really matter
It follows that
It got
It is much
It is now a reality

It is true that
It should
It was an
It wasn't
It will
Its
It's a simple
It's also
It's also acceptable to use
It's also the
It's commonly
It's like if
It's quite
I've
I've used the
Just as surely
Just imagine what
Just like
Just make sure you
Keep in mind
Keep in mind that
Last but not least
Lastly
Later
Let me explain
Let's examine this idea closely
Let's get your
Lets look at
Let's see
Let's talk about
Like
Likewise
Look at it from
Make an
Many
Many of
Many people
May I suggest
Maybe
Meanwhile
More important
More importantly
More precisely
More specifically
Moreover
Most
Most () agree
Most often
Most people
My advice
My name is
My point is
Namely
Naturally
Near by
Near off

Near
Nearby
Nearly
Needless to say
Neighboring on
Neither
Neither of these
Never
Nevertheless
Next to
Next week
Next
No
No doubt
No point speculating
No surprise why
Nonetheless
Nor
Nor whether
Not at all
Not only
Not only is it possible
Not only this
Not so obvious
Not that
Not to mention
Notably
Notwithstanding
Notice the
Now here's
Now you have
Now you need
Now
Obviously
Occasionally
Of course
Often
OK, lets begin
On a () note
On account of
On my left
On my right
On the contrary
On the other hand
On the other side
On the whole
On this occasion
On top of
Once
Once again
Once upon a time
Once more
Once you have
Once you have read
Once you've
One cause is

One of the
One result is
One study has found
Only
Onto
Opposite to
Opposite
Or
Other
Otherwise
Our
Outside
Over
Over there
Overall
Particularly
People love
People will
Perhaps
Picture
Positively
Possibly
Presently
Presumably
Previously
Primarily
Prior
Prior to
Probably
Provided
Put another way
Put simply
Quite as evident
Rather
Rather than
Really
Regardless
Resulted in
Second
See
Select
Selecting a
Seriously
Several
Several of
She
Shortly
Significantly
Similar to
Similarly
Simply
Simply because
Simply put
Simultaneously when
Simultaneously
Since

Since that is
Since then
So
So how
So far
So how do you
So if the
So provided
So that
So the next time
So too
So what
So what's a
So what's left
Some of
Some of these
Sometimes
Soon after
Soon you will
Soon
Specifically
Stated differently
Stay away from
Still, to be sure
Still yet
Subsequently
Such
Such as
Summing up
Surely
Surprisingly
Take the case of
Temporarily
Thanks for
That
That being
That doesn't mean
That in order
That in spite of
That is to say
That is how
That is why
That is
That means
That these
The
The absolute
The average
The bottom line is
The fact that you
The following
The methods include
The more
The most important
The neat thing
The next day

The next night
The next step is
The next time
The person
The problem is
The pure concept of
The reason for
The trick is to
The truth is
The ultimate
The word is out
Their
Then
Then already
Then finally
Then the more
Then there was
Then you'll
Then
There are
There are literally
There is a way
There is little doubt
There is no doubt about it
There
Thereafter
Therefore
These
These findings indicate
These statistics
They
They allow you
They don't know
They provide
They will usually
They're not
Think
Third
This
This information
This article
This being
This being the case
This ensures
This is fine for
This is how you
This is mostly
This is one reason
This is the sort of
This is very common
This is where
This is where the
This is why
This may
This only proves
This time

Those
Though despite
Though
Throughout
Thus
Till
To
To be
To be blunt
To be exact
To be precise
To be specific
To be sure
To begin
To begin with
To change the subject
To clarify
To conclude
To continue
To date
To demonstrate
To emphasize
To end
To enumerate
To explain
To get back to the point
To help
To illustrate my point
To illustrate
To list
To put it another way
To put it briefly
To put it differently
To repeat
To rephrase
To resume
To return
To return to the subject
To stress
To stress again
To sum up
To summarize
To that end
To the left
To the right
To this end
Today
Together with
Tomorrow
Too
Truly
Truly to emphasize
Try it
Undeniably
Under certain circumstances
Under such circumstances

Under
Undoubtedly
Unfortunately this
Unless
Unlike
Unquestionably
Until
Until now
Up to a point
Up until recently
Using
Usually
Usually when
Utilize what you
We can see that
We live in a world of
Welcome to
What do
What follows
What is best
What is really
Whatever happens
What's more
What's the
When
When a
When did
When in fact
When it comes to
When you
Whenever
Where do you
Whereas
Wherever
Whether
Which ones
Whichever happens
While most
While this is true
While
Who
Whom
Why should
Why
With a little
With experience
With regard to
With respect to
With this exception
With this in mind,
With this in view
With this we should
Without a doubt
Without doubt
Without reservation
Would you agree

Master File

Would you be open

Yes

Yesterday

Yet again

Yet another

Yet in the meantime

Yet

You

You also

You bet

You can also

You can now

You can understand

You went

You will find

You'll have better

Your

You're now

You've just

You've spent

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BONUS: The Traditional Swipe File

Ch1 - 103 Incredible Headline Templates

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How To...

How Would...
How Much...
Who Else Wants...
Inside Secrets Of...
Do You...
100%-Guaranteed!...
Little-Known Secrets...
Closely-Guarded Secrets...
Advice To...
At Last...
Money-Making...
Special Offer...
Limited-Time Offer...
Act Now To Get This...
Money-Saving...
No-Risk...
Zero-Risk...
Must See...
Must Attend...
The Shocking Truth About...
Do YOU...
What You Should Know About...
Complete Details, FREE...
Free Report (Booklet, Book, Cassette, etc.) ...
Call Now For ...
Limited To The First ____ (quantity) To Reply...
Limited-Time Opportunity...
How You Can...
You Get...
You Have...
Facts You...
Profit From
Save Time...
Save Money...
If You're Serious About...
The Truth About...
Free Bonuses...
The Single Most-Important...
Let Me Show You...
Once In a Lifetime...
Learn To...
Make Money...
Secrets Of The Pro's...
Don't Spend Another...
Trade Secrets Of...
Key Secrets To...
Urgent Information...
Surprising New Discovery...
13 New Ways To...
Do You Feel...
Do You Have...
You Can Start With Less Than...
Starting Off With...
Yours Free...
Discover How To...
The 3 Secrets That Can...

If You Qualify, You Could...
Yes You Can...
Could This Be...
What Would You Do...
Are You...
If You Have...
If You Are...
No More...
When It Comes To...
Here, At Last...
For Preferred Customers Only...
Take Advantage Of...
Make The Most Of...
Reserve Your...
Act Fast And You'll Also Get...
Are You Ready...
Nothing Else Compares To...
Our Best-Selling...
New Lower Price...
For Busy People...
If You're Worried About...
Top 10 Reasons To...
You're Invited To...
Prepare For...
The Ultimate In...
Makes Life...
Looking For...
The Perfect...
The Quickest Way To...
Individually Designed...
There's Nothing Quite Like...
One-Of A-Kind...
Personalized Service...
Starts Working Instantly...
The Intelligent Way To...
No-Nonsense Advice...
100% Pure...
Designed To...
Built To...
A Breakthrough System For...
A Breakthrough Formula...
It's So Easy, The Only Thing You Need Is...
Take One Moment...
Time-Tested...
Proven To...
Everything You've Ever Wanted From...
It Works ...
You'll Never Have to Worry Again...
Simple But Powerful...
A Safe, Easy Way To...
The Safe Way To...
Worry-Free...
Pamper Yourself With...
Everything You Need To...
Isn't It Time...
A Simple Solution To...

Results In Just...
For The Serious...
You'd Never Guess...
Now It's Yours...
Last Chance For...
Last Chance To...
Absolutely Free...
For Less Than...
Get Ready To...
Join (Hundreds, Thousands, Millions) Of Others Who...
Used By...
Plus... You Get...
Get Ready For...
Take Advantage Of...
Your Chance To...
The Choice Of...
Knocks Your Socks Off...
Information-Packed...
More Powerful Than Ever...
Free Trial Size...
Yours Free If You Act Now...
Here's How...
Now Available...
Treat Yourself...
Thousands Have Been...
Which Of These...
Astounding New _____ Secrets...
7 Reasons To...
Best-Kept Secret...
12 Proven Steps To...
Reveals Powerful Secrets...
Now You Can...
Proven Steps To...
Gives You The Added Advantage Of...
Are You Still...
Say Goodbye To...
Closely-Guarded Secrets...
Reserve yours now...
A Breakthrough In...
The Choice Of...
In Test After Test...
Surprisingly Simple...
Remarkably Rugged...
As Easy As...
Easy To..
Hassle-Free...
Makes _____ Easier (Faster, Trouble-Free, More Convenient, Disappear, etc.)...
_____ Made Easy...
Easier Than Ever...
You'll Wonder Why...
One Call Away...
One Time Only...
_____ Without The Problems...
Your One-Stop Source For...
Cash In On...
Everything You Need For...

Professional Results With...
Instant Impact...
Helps You...
The Next Best Thing To...
Unlock The Hidden...
Perfect For Any...
Limited Edition...
Never Before Seen...
It's So Simple, Even...
Satisfaction Guaranteed...
At Last...
Advice To...
100%-Guaranteed...
Guaranteed To...
Unconditionally Guaranteed...
Money-Back Guarantee
No Questions Asked Guarantee...
Zero Risk...
No Risk...
Guarantees You...
Discover The Magic Of...
Get More...
If You're Looking For...
Learn To...
Beyond Your Wildest Dreams (Fantasies, Expectations, etc.)...
For Fun And Profit..
Live Like...
Enjoy The Ultimate...
Experience The Thrill...
You've Never Seen...
For That Special...
What Better Way To...
Tired Of The Same Old...
Instant Results...

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Ch 2 - 36 Sizzling Salutations

Dear Surfer,
Dear Supplier,
Dear Wholesaler,
Dear Business Owner,
Dear Opportunity Seeker,
Dear Sales Representative,
Dear CEO,
Dear (their name),
Dear Future Millionaire,
Dear Entrepreneur,
Dear Home-Based Business Owner,
Dear Home Worker,
Dear Business Investor,

Dear Associate,
Dear Future (),
Dear Reseller,
Dear Executive,
Dear () Subscriber,
Dear Fellow Business Owner,
Dear Editor,
Dear Publisher,
Dear Webmaster,
Dear Bidder,
Dear Business Tax Payer,
Dear (industry) Customer,
Dear (industry) Consultant,
Dear Copywriter,
Dear Marketer,
Dear Business Coach,
Dear Collector,
Dear Buyer,
Dear (item) Seeker,
Dear Auction Seller,
Dear (item) Enthusiast,
Dear Bargain Hunter,
Dear (item) Dealers,

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Ch 3 - 205 Blockbuster Openings

(No.) friends of mine...
(No.) years later in (year)...
A good friend of mine...
A lot of people feel that...
After years of...
All you need to know...
Almost everyone has heard of...
Are you an () who has been trying to...
Are you looking for...
Are you ready to...
Are you serious about...
Ask yourself this question...
At the age of (No.) I...
Back when I was just...
Before I share with you...
Can you handle...
Do you ask yourself...
Do you ever notice that...
Do you have a problem with...
Do you know anyone who...
Do you know what...
Do you want to...
Don't be fooled by...
Don't even think of () until...

Don't make another...
Ever wonder how...
Everyone experiences...
Everyone is talking about...
Everything you may have heard about...
For a number of years...
For those of you planning...
Forget about...
Have you been trying to...
Have you ever asked yourself...
Have you ever purchased an...
Have you ever wanted...
Have you ever wished...
Here is how you can...
Here's something that will...
Here's your opportunity to...
Hi! My name is...
How important is...
How many times have you...
How would you feel knowing...
How would you like to...
I am about to tell you a...
I am excited to...
I appreciate your interest...
I couldn't wait to...
I don't care if you're...
I don't care what...
I don't have to convince you of...
I don't want to waste...
I first got involved in...
I grew up in (location) in the (year)
I know this sounds...
I know you don't have...
I know you've been...
I promise to...
I remember back about () years...
I think you'll agree...
I'm sure you'll agree that...
I'd like to make you a promise...
If you already...
If you are looking for a simple...
If you are seriously...
If you aren't familiar with...
If you could have...
If you give me (No.) minutes to...
If you learn nothing else...
If you like the idea of...
If you really want to...
If you thought...
If you want a...
If you want the answers to...
If you want to know how...
If you're currently...
If you're like most...
If you're planning to...
If you've been looking...

If you've ever thought about...
If you would like to learn...
If you would like to...
If you're like me...
If you're like most...
If you're looking for...
If you're ready to...
If you're serious about...
If you're tired of...
If you've been wanting to...
If you've ever wondered...
If you've read every...
If you've tried to...
If you've watched...
I'll assume you've...
I'll be completely honest with you about...
I'll bet you anything that...
I'll get straight to the point...
I'll make you a promise...
I'll show you how to...
I'll tell you exactly how to...
I'm about to reveal to you...
I'm confident that...
I'm not going to waste your time...
I'm so (emotion) today...
I'm sure you agree with...
I'm sure you heard of...
I'm sure you know from experience...
I'm sure you're...
Imagine that...
In (month/year)...
In (year) I
In a few minutes...
In this article you're going to...
In this letter you're going to...
In this report you're going to...
In today's...
Is () a problem for you...
It could take you years...
It doesn't matter how...
It has been about (No.) years since...
It seems that everywhere...
It surprises me how most people...
It was just another typical day...
It would take several...
It's (time) on a (day)...
It's a fact that...
It's common knowledge that...
It's important to understand that...
I've discovered a...
I've found the secret to...
I've just put together...
I've recently developed a(n)...
I've recently...
Just between you and me...
Just last week...

Let me introduce myself...
Let me share with you...
Let me tell you the story...
Let's examine the...
Let's talk about...
Like you, I have...
Many () have concluded that...
No matter how much you...
No matter what you...
No matter who you are...
Now for the first time you...
Now is the time to get...
Now you can own...
One of the most...
Over the past few years...
Over the past year...
People just like you are...
Perhaps you're wondering...
Several (months, days, years) ago...
Since the age of (No.)...
Suppose you could just...
Thank you for checking out this...
The biggest problem with...
The key is knowing how to...
The word is out about...
There are a lot of myths about...
There are very few people...
There is no better time...
There is nothing wrong with...
There is nothing quite like...
There's never been a better time to...
This () has just about all the...
This is the complete...
This probably comes as no big surprise...
Unless you already know...
We have all heard about...
What I am about to share...
What I have to tell you...
What if I told you...
What if someone said to you...
What if you could finally...
What I'm about to show you is...
What I'm about to tell you is...
What I'm about to...
What would an extra...
When I first started out in...
Whether you're looking to...
Why some people...
Why you can be...
Would you like to get...
Would you like to learn...
You already recognize...
You are about to discover how to...
You are about to realize...
You can literally start...
You can't afford...

You do not need experience () to...

You don't have to...

You don't know it yet...

You know all those people who...

You know that you...

You may have already heard...

You might be thinking...

You only need to do...

You're about to uncover...

You'll never find a better way to...

You're probably tired...

You've probably heard that...

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Ch 4 - 77 Bullet List Introductions

Here's a small sample of what you'll receive:

Here's a brief list of what you'll get:

Here's what you'll discover:

Below is a list of all the tools you'll get:

Here is just a small portion of the benefits you'll gain:

We will supply you with the following tools:

Here's just a small list of the resources you'll learn:

Here are just a few of the features you're going to get:

(product name) includes:

I developed simple strategies that allow you to:

You'll have these (No.) incredible ideas close at hand:

Look what else is included:

I'll also throw in these (No.) tips that you'll have at your finger tips:

Here's a quick recap on what's included:

Just take a look at what's inside:

Let's take a look at all the things you'll receive:

Below are the major highlights of this package:

Here is a short list of what (product) contains:

Here's a summary of what you'll find out:

At the bottom of this page is the full Table Of Contents:

On the next page is:

You need this (product) if you:

When you've finished reading this ad, you will have learned:

The topics included are:

I'll show you the following:

Here's what you receive with...

Read below to learn...

The following is just (No.) out of the hundreds of benefits you'll get:

They cover virtually every area of () including:

Here's what you'll learn...

Here's (No.) reasons why you need our (product):

Ask yourself these important questions and answer them truthfully:

With (your product) by your side, you be able to:

Without a big investment you can now:

Our product has so many benefits we can fit them all on the page, but here are a few:

I could go on and on about what you'll get but here is just a sample:

Here is a brief summary of what's included:

Hear are all the advantages of owning our product:

Here are all the disadvantages of not owning our product:

Here's what you'll get instant access to:

Here's just a taste of the results you'll get:

For example:

How would you like to:

Within minutes from now you'll discover ...

Here's what you need to know in order to.....:

Here's why you should trust me:

In order to () you need:

Here's a list of common questions you're probably asking yourself right now:

You get all the () you'll need to:

Using this simple product you can:

Here's (No.) ways to use our product:

You'll avoid:

You'll gain:

The following are the actual () I used to....

Here's (No.) rules and guidelines to follow if you should decide to look at our competition's product:

Let's just go over exactly what you get:

Here's a very partial list of what's covered:

Just consider what you're going to achieve:

You will get everything you need to ():

With our product you can:

Here's what's in (your product):

I'll teach you:

Checked out what we're giving you:

Consider these benefits:

The following are (No) steps to.....:

You'll get information specifically on:

Once you own our product you can:

My product requires absolutely no:

You can () if you know how to:

Here's (No.) promises I'll make you:

Wouldn't you like to:

Receive all the following rewards:

Let's compare our product to the competitions:

You will definitely benefit by becoming our customer because:

Let's briefly outline the benefits:

To summarize:

This product is for people that:

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Ch 5 - 291 Shocking Bullet Templates

(**\$**) a year...
(No.) characteristics of...
(No.) different ways...
(No.) different...
(No.) elements you can...
(No.) examples...
(No.) full year of...
(No.) hot reasons...
(No.) items you...
(No.) key principles you...
(No.) key questions...
(No.) kinds of...
(No.) mistakes that...
(No.) places to...
(No.) proven strategies...
(No.) rules you must...
(No.) sections on...
(No.) simple formulas...
(No.) step system...
(No.) things to consider...
(No.) tips and tricks...
(No.) types of...
(No.) ways to...
A (No.) minute..
A blueprint for...
A complete...
A custom designed...
A detailed...
A dirt cheap way...
A free & easy way to...
A guide to...
A list of...
A novel twist...
A place you can go...
A revised and expanded...
A secret phrase that...
A simple technique that...
A simple test to...
A simple...
A way to get...
Achieve a...
Advice from...
All about...
All of the resources...
All the ins and outs...
An action plan for...
An in depth look...
Analysis of...
Are you looking...
Avoid a...
Basics of...
Begin without any...
Boost your...
Choosing the right...

Come up with...
Convert your...
Create a...
Create your own...
Determine the...
Develop a...
Discover a step by step...
Discover free...
Discover how to...
Discover the mistakes that...
Discover the most important...
Discover the number one...
Discover the secrets of...
Discover what the...
Discover which...
Do you want...
Dozens of...
Easily add..
Exactly how...
Exactly what...
Examples of how...
Find out how to...
Find smarter ways...
Fine tune your...
Gain a...
Gain instant...
Get dozens of...
Get expert advice on...
Get your hands...
Harness the power...
How a simple...
How and where to...
How and why to...
How anyone can...
How I get at least...
How I once...
How I took a...
How I've earned...
How often to...
How one man...
How one person...
How one woman...
How to absolutely...
How to actually see...
How to add...
How to always...
How to automatically...
How to avoid..
How to become an...
How to build...
How to buy...
How to choose...
How to come up with...
How to create...
How to decide...
How to design...

How to determine your...
How to develop...
How to double...
How to earn...
How to eliminate...
How to ensure...
How to establish...
How to find...
How to gain...
How to generate...
How to get rid of...
How to get your hands on...
How to get...
How to give your...
How to have...
How to identify...
How to increase...
How to install...
How to instantly...
How to know exactly...
How to know if...
How to launch a...
How to legally...
How to literally...
How to locate...
How to maintain...
How to make...
How to manage...
How to never again...
How to obtain...
How to operate...
How to overcome...
How to pick...
How to present...
How to produce...
How to promote...
How to quickly...
How to reduce...
How to roll out...
How to select...
How to sell...
How to send...
How to set up...
How to spend...
How to spot...
How to start...
How to stop...
How to take...
How to tap into...
How to tell if...
How to triple...
How to turn...
How to use...
How understanding the...
How you can...
I'll help you...

I'll show you where...
I'm going to show you...
Increase your...
Insider secrets to...
Instantly learn...
Know how to...
Knowledge about...
Learn about all the...
Learn everyday...
Learn exactly what...
Learn how to...
Learn new...
Learn to harness...
Learn to write...
Lower your...
Make more money...
Make sure your...
Master the art of...
Methods and tools...
My (No.) minute...
My (No.) part formula for...
My secret sources for...
My sure fire method...
Never have to deal with...
Never worry about...
No complicated...
One of the best...
One simple...
One source...
Over (No.) tactics...
Overcome...
Personalized list of...
Pinpoint what...
Places to...
Pocket up to...
Profit from...
Proven ways to...
Raise your...
Reduce the costs...
Resources to support...
Save thousands...
Save time...
Simple no cost ways...
Specific examples of...
Step by step instructions for...
The (#No.)...
The (#No.) best...
The (No.) elements every...
The (No.) ingredients...
The (No.) laws of...
The (No.) priorities of...
The (No.) steps...
The (No.) things you...
The absolute best way...
The big problem with...
The critical information...

The difference between...
The easiest way...
The exact steps...
The fail safe way to...
The fastest method of...
The fastest way...
The first thing...
The hidden secrets...
The hidden truth...
The little known...
The location of...
The mechanics of...
The most important thing...
The nuts and bolts of...
The one mistake you...
The one specific...
The parts of a...
The pitfalls and mistakes of...
The powerful advantages...
The pros and cons...
The proven...
The real keys to...
The real reasons...
The safe way to...
The secret weapon...
The secrets behind...
The simple question...
The simple technique...
The single most...
The surprising facts..
The top (No.) most...
The truth about...
The very first thing...
Time efficient ways...
Uncover the...
Understand the importance of...
Unleash the power of...
Ways to use the...
What does it mean to...
What every person...
What it takes to...
What to do when...
What type of...
What you need to know about...
What you should...
Where to find...
Where to get a...
Why being an...
Why creating a...
Why most...
Why people are...
Why you must get...
Why you must use...
Why you need...
Why you should never...
Why you shouldn't...

Why you've got to...
We will show you...
You don't need...
You get...
You have a...
You never have to...
You will be...
You won't have to...
You'll discover...
You'll get unlimited...
You'll improve your...
You'll know...
You'll learn...

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Ch 6 - 29 Believable Testimonial Introductions

Here's what others are saying about our business:

Here's what some customers have told us:

Here's what our clients say about us:

Here's some reactions from our repeat customers:

We have over () pages of testimonials, here is just small sample of them:

Below is a list of what readers have said about ():

Here's some comments from some satisfied customers...

(name of customer) said:

The testimonials below is proof that...

Here's one comment from (name):

This is just (No) testimonial (s) of the over (No) we have:

The endorsements below are based on...

Here's what (name) actually said about me:

Here's just a short list of our clients:

You can just ask (customer's name) what he/she thought:

Here's what (customer's name) had to say about...

Here is a recent e-mail I got from a satisfied customer:

Here is a recent letter I received from (customer's name):

However, don't take my word for it, here's what (customer's name) had to say:

Read further to see what others are saying:

Here are some actual results of customers who have used our product:

Take a look at these comments:

Here's some real testimonials:

Here's what the experts say about (your product):

Here's what (customer's name) from (location) had to say:

Here's a few success stories from our clients:

Take a look at these case studies:

Here is the proof:

What your about to read is a true story from one of our customers:

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Ch 7 - 9 Intriguing Bonus Introductions

Order before (day, date, time) and you'll get (No.) bonuses!

Invest today and receive (No.) free bonuses worth (\$)!

If you act now you'll get (No.) freebies valued at (\$).

Purchase before midnight tonight and get (No.) surprise bonuses.

Order right now and get these special incentives:

And that's not all, order this month I'll also include...

If you order in the next (No.) minutes I'll throw in these (No.) bonuses:

When you get access you'll also get these (No.) free gifts!

If you order in the next (No.) hour(s) you'll get (\$) worth of bonus gifts!

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Ch 8 - 6 Heavy Duty Guarantee Templates

I'll personally guarantee that you'll (results) or you pay me nothing!

We guarantee you'll (results) or we'll give you double your money back. You have no risk.

If you are not satisfied with (product) for any reason, I'll refund your money and still let you keep the free

bonuses.

I'm so confident that you'll (results) I am willing to back it up with a full (No.) day money back guarantee.

I confidently guarantee that'll you will be completely satisfied or I'll refund your full purchase price and you can even keep (product) You don't have to return it! All the risk is on me.

If at any point during the first year, you are not absolutely thrilled with (product) I will personally refund your entire investment.

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Ch 9 - 31 Mind Altering Closings/P.S.'s

As an extra surprise, when you order by (month/date), you will also receive the following (No.) bonuses!

You can get (product), worth over (\$), for the low price of (\$).

You can get access to (product) immediately after you order.

I can't guarantee the (No.) bonuses will be here tomorrow.

Just one of these (benefits) will pay for your purchase many times over.

Remember, when you order today, you will have the chance to join our affiliate program. Just (No.) sales will pay for your purchase price.

If you're not totally convinced yet...

You can either invest in our product today or pay a higher price when you make up your mind.

Remember, all the bonuses are worth over what your going to pay for ().

If you have more questions contact me or read our FAQ...

If your act within (hour, days, minutes) we will give you two products for the price of one.

If you order in the next (hour, days, minutes) you'll get a free subscription to our (name) e-zine.

If you take advantage of this incredible offer today you will get a (No.%) discount.

After today I am seriously considering raising this price to (\$) So act now!

Remember you have the option of dividing the price into in " (No.) easy payments. Remember, the risk is entirely on me!

Remember, this (product) comes with (\$) worth of bonuses!

We reserve the right to withdraw this extremely rare offer at any time.

For the next (No.) buyers we will be offering a free (product).

Remember, this purchase could be tax detectable.

For a limited time only, if you buy now I will include (minutes, hours) of free e-mail support.

For the month of (name) only, we are having a special contest where you can...

Still not sure? Read these (testimonials and/or endorsements):

For less than (\$) a day you can have our (product).

For less than the cost of a (product) you can own our (product).

Your only paying (\$) for each benefit this product will give you.

Still not ready to purchase yet? Take a look at our client list:

When you order today only I'll give you (No.) extra to give to friends, family and associates!

When you order before (Date/Time) I'll allow you to give (No.) copies to your friends, family or associates.

If you order now, you get everything listed above including (a quick summary of everything included).

Before you make your decision, ask yourself this critical question....

Don't let procrastination, hesitation or fear stop you from (improving your life, increasing your profits, looking better, etc).

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349 Sales Generating Words And Phrases For Information Products

- (No.) helpful links
- (No.) resources
- (No.) day free trial
- (No.) day trial pass
- (No.) days free access
- (No.) years in the making
- (No.) information packed pages
- (No.) information rich chapters
- (No.) knowledge packed lessons
- (No.) lesson course
- (No.) year subscription
- 100% original information
- 100% royalty free resell rights
- (No.) affiliate sales will pay for it
- 24 hours a day, 7 days a week access
- a (year) classic
- a collection of
- a complete package
- a fresh approach
- a full archive of
- a gold mine of information
- a huge collection of
- a massive collection of
- a must read
- a new twist
- a rich source
- a valuable reference

a wealth of information
access to all past issues
accurate information
advice jammed
all in one place
all the tools you will need
amazing
answers hundreds of your questions
available in hard copy format
base on a true story
based on
based on my experiences
become a paid subscriber
behind the scenes look
best seller
best selling
blueprint for
breakthrough
can be digitally download
chapter (No.) will show you
chapter (No.) you'll uncover
chock full of
chronologically in the order
classic
clear language
clearly explained
clearly written
cold hard facts
comes with free reseller program
complete authority
comprehensive
comprehensive package
concise report
covers every detail
covers everything
crammed full of
critical
crucial
customized version
customized information
deluxe
detailed description of
detailed report
detailed table of contents
discover new tricks
distribution rights
download a free version of
downloadable book
download it in minutes
easily understood
easy reference
easy renewal
easy to follow
easy to read
easy to read and follow
easy to understand

economical
educational
encyclopedia like
endless supply of () information
endorsed by
enlightening
essential
everything exposed
everything from --- to ---
everything you always wanted to know about
everything you need to know
exactly how to
exclusive information
exclusive news
expanded
expands your knowledge
expert only information
experts won't share this
explosive
eye opening advice
eye opining
fast and easy access
filled with
find out a easier way
fits in your pocket
fits your budget
for a beginner or pro
for a novice or expert
format
free consulting
free excerpt
free gift subscription
free reprint rights
free resell rights
free telephone consulting
free trial download
fresh
fresh information
full length
full size book
fully searchable
get 50% off of selling price
get a sneak peak at some
get direct access to
get your hands on
give you an insiders
giveaway rights
gives you new insight
great bargain
great for beginners
great for novices
hands on information
handy
handy reference
hard facts
hard hitting

have access within minutes
helpful
helpful reference
helps you () every step of the way
here is a summary
high ranking
highly acclaimed seminar
highly endorsed
highly organized
highly rated ()
historic
huge collection
immediate access
immediately downloadable
in depth
in depth report
includes (No.) issues
includes a high tech formula for
includes useful resources
incomparable
inexpensive
innovative
insider knowledge
instant
instant access
instant reference
instant results
introductory price of only
it took (time) of research
it walks you through
it's critical to have this information
it's more like a library
it's absolutely crucial you learn
it's all covered in
it's all here
it's not the same old () you use to
it's sold over (No.) copies
it's the only () that
I've taught () seminars about
I've written over () on
jargon free
join our reseller program
join our affiliate program
just (\$) for a membership
just one (benefit) will pay for
just published
just released
keep 100% of each sale
keeps you abreast of
keeps you ahead of the game
keeps you informed with
learn little known resources
learn closely guarded
learn everything from a to z
learn everything from start to finish
learn fresh tips

leaves no stone unturned
license to resell
lifetime membership
loaded with
make (No.) commission
mammoth
massive
masterpiece
members only
mind opening
modern
more than (No.) hours of
must attend event
never heard of information
never out dated
never seen before information
new
newest information
no clutter
no experience needed
no fillers included
no fluff
no holds barred
no misinformation
no more endless searching
no nonsense advice
no out dated information
no recycled information
no rehashed information
no royalties
no same old information
one day workshop
one of a kind
one stop resource
only (\$) for lifetime access
only (\$) a month
only (\$) a year
only (\$) for a subscription
only (\$) for instant access
only investing (\$) benefit.
only investing (\$) per chapter.
only paying (\$) per page.
only paying (\$) per word.
only spending (\$) pay day.
only spending (\$) per tip
only the current information
organized table of contents
original
over (No.) MB of information
over (No.) searchable chapters
packed a punch
packed with
password protected
people from all over the world have bought it
point blank
practical

practical information
print on demand
print out edition
proven
quality
quick reference
rare
rare information
read this jam packed
readers say
ready to sell
ready to use
real world examples
refreshing
renew at only (\$)
reserve your copy
revealing
reveals all
revolutionary information
right at your finger tips
risk free
royalty free
royalty free reprint rights
save yourself years of research
saves you from mistakes
secret formula
seldom known information
self updating
sell (No.) and make back your money
sell an unlimited number of copies
sell as many copies as you want
shocking
simple to follow outline
simply explain
sought after strategies
spent countless hours researching
spent time and money researching
spill my guts
step by step
step by step directions
step by step instructions
stop spending time searching for
straight forward
straight to the point information
study at home
subscribing is easy
success stories
takes the guess work out of
takes you step by step
test
tested techniques
the complete guide to
the comprehensive guide to
the latest information
the only () like it
the only () you'll need

think of it as your personal
this () is for
thoroughly researched
timeless
timely ideas
took (No.) hours to create this
took me years to research
trusted
tutorial
ultimate collection of
uncensored
uncommon
uncommon information
uncover a faster method
uncover insider techniques
uncover uncommon
unforgettable
unique
unlike any other
unlimited access
unusual
up to date data
up to date information
up to the minute updates
updated weekly
useful information
user friendly
unusual information
valuable
vital
well written
we've sold (No.) copies
will stretch your mind
written for today's
written in everyday language
written in plain English
written so a baby could understand it
you can own my brain for
you won't find this in (location)
you won't see this everywhere
you'll learn it all
you'll treasure this

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121 Bid Producing Words And Phrases For Online Auctions

(No.) piece collection
(No.)th century
a great addition
air tight sealed
almost perfect

antique
artist signed
authentic
autographed
been well kept
bubble wrapped
certified
classic
collector's edition
collector's item
custom design
custom made
detailed
engraved with
everything still in tact
exclusive
exquisitely detailed
extremely hard to find
finely crafted
flawless
for serious collectors only
framed
free shipping
genuine
hand crafted
hand made
hand painted
hand stenciled
hand woven
handcrafted
hard to find
haven't seen it anywhere else
heirloom
high quality
historic
imprinted
in excellent condition
it's almost () years old
it's numbered
like new
limited edition
looks so real
low numbered edition
made in
measures approximately
memorabilia
mint
mint condition
must see
natural finish
never been out of the plastic
never been removed from box
never opened
never seen before
never used in circulation
new in box

no better time to invest in
no chips
no cracks
no damage
no discoloration
no hidden reserve
no pin holes
no repairs
no reserves
nostalgic
not refurbished
odd
old fashion
old world
one and only
one of a kind
only (No.) left
only (No.) made
original
original mint
original production
personalized
professionally checked
quite old
rare
rare find
rarely seen
rarest () that exists today
readable dates
readable serial number
ready to ship
safely stored for () years
serious bids only
shrink wrapped
signed
signed by ()
sought after
souvenir
still in package
still in wrapper
stunning
the original sells for (\$)
timeless
totally untouched
treasured
true collectors piece
uncommon
unlike any other
unopened
unused condition
unusual
very good condition
very good shape
vintage
weighs approximately
will make a great gift

with handwritten letter
with serial number
work of art

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180 Order Pulling Words And Phrases For Business To Consumer Ads

accelerate
adorable
advance
affordable
amazing
amplify
amusing
appealing
attractive
awesome
blazing
big
blockbuster
bargain
boost
captivating
charming
cheerful
clear
colorful
commanding
complete
compact
compelling
comprehensive
cool
crazy
critical
crucial
current
dazzling
delightful
dominant
discount
durable
dynamic
education
educational
effective
effortless
electrifying
elite
enchanted
energize

easy
engaging
enhanced
enormous
excellent
exclusive
expanded
explosive
extreme
eye popping
famous
fast
free
friendly
gracious
generous
genuine
gifted
gigantic
gripping
hair raising
handy
helpful
heavy duty
high impact
high powered
high tech
honored
hot
huge
ignite
immense
important
incredible
in depth
innovative
instant
intriguing
invaluable
inviting
irresistible
jaw dropping
killer
knowledge
lavish
legendary
legitimate
lifelike
lively
lovable
lovely
magical
memorable
mesmerizing
mind altering
mind blowing

mind busting
modern
modified
money
moving
multiple
neat
new
nitty gritty
original
peaceful
perfect
playful
pleasing
pleasure
personalized
plentiful
popular
potent
power packed
practical
precision
precious
premier
profit
proven
pure
quick
quality
rare
realistic
refined
refreshing
reinforce
relaxing
remarkable
respected
rich
riveting
rocket
safe
satisfying
sexy
shocking
sincere
sizzling
skyrocket
smart
soft
spark
special
spectacular
simple
stunning
succeed
super charged

superb
supreme
sure fire
tasty
tested
thrilling
timeless
tough
towering
tremendous
truthful
turbo boost
uncut
unforgettable
unlimited
upscale
valid
vast
valuable
versatile
vital
win
wisdom
wonderful

496 Profit Pulling Words And Phrases For Business To Business Ads

ad
ad copy
add on products
advertise
advertisement
advertising
affiliate
affiliate program
articles
associate
association
auction
audio book
authority
auto responder
back end
banner
banner ad
barter
benefits
bonus
book
bookkeeping
brand name
brochures
business owner

business
business alliance
business equipment
business name
business partner
business seminar
buy
cash
catalog
CEO
charge
credit card
chat room
checks
classified ad
collect leads
commerce
commission
companies
company
competition
computer
consulting
consumer
contact information
contact page
content
contest
copy writing
corporation
costs
coupon
credentials
credibility
credit card processing
cross promotion
customer base
customer complaints
customer questions
customer satisfaction
customer service
cyber marketing
delivery
direct mail
discount
domain name
drop ship
ebook
ebook marketing
e-commerce
editing
e-mail address
employee
endorsements
enterprise
existing customers

expensive
expert
extra exposure
extra incentives
executives
e-zine
e-zine publisher
fax machine
features
feedback
fees
filing
flyer
free bonus
free gift
free samples or trials
free subscription
freebie
focus groups
fulfillment
full page ads
get results
gift certificates
giveaways
goods
graphics
guarantees
headline
hire
hit
ideas
income
industry
influence
Internet
Internet access
internet radio station
investing
invoice
joint venture
laws
leads
limited time
links
logo
magazine
make money
mall
managers
market
marketing
media
member's only
merchant account
motivate
negotiate

networking
newsgroups
newsletter
newspaper
newsworthy
offer
on site repair
online auction
online
order form
orders
organize
out source
package deal
packaging
partnership
perceived value
persuade
press release
price list
prices
pricing
product
product creation
product design
product development
professional
profit
profit margin
promotional software
proof reading
prospect
publisher
purchase
quality
ranking
readers
repeat traffic
rebate
referral
refund
repeat sales
report
reprint rights
reproduction rights
reseller
resource box
response rate
return policies
revenue
revisit
sale
salesman
sales copy
sales letter
sales material

sales pitch
save money
search engine
selling
service
shipping
shopping
signature files
small business
software
speedy service
store
strategic
streams of income
strong close
subscribe
success
successful
supplies
surprise bonuses
survey
swap
sweep stakes
tactics
target audience
target market
taxes
team up
team work
testimonial
thank you page
time saving
trade
trade leads
traffic
trust
upsell
video
viral marketing
visitors
wages
warranty
ways
web
web design
web host
web hosting
web site
web site awards
web master
wholesale
win/win situation
workers
workload
access
animated gif

anti virus
application
authoring
auto responder
auto save
avatar
backup
bandwidth
bit map
bookmark
browse
browser
buffer
bulletin board
bullet
button
cable modem
camera
cash
cd rom
chat
chat room
click
click through
clip art
connect time
cookie
crack
cursor
cyber
demo
design templates
desktop
dial up access
digital cash
disc
discussion board
disk
digital
domain name
download
drag and drop
drive
email account
encryption
export
flame
font
format
forum
frame
freeware
gigabyte
graphics
hack
hacker

halftone
hand held
hard drive
hardware
help desk
hit
home page
host
HTML
hypertext
image editor
import
index
information highway
instal
instant messaging
intranet
Java script
keyword
laptop
link
mailing list
margins
megabyte
memory
menu bar
message digest
meta tag
minimize
modem
moderated
monitor
mouse
multimedia
net
netiquette
newbie
news group
notebook
online
online audio
online mall
online video
online yellow pages
page break
password
paste
pixel
palmtop
plug-in
point
pop up window
post
printer
program
programmer

pull down window
restore
robot
scanner
screen
screen savor
scroll
search engine
secure server
shareware
shopping cart
software
spam
spell checker
spider
spreadsheet
storage
streaming
surf
table
title bar
traffic
uninstall
unmoderated
upgrade
upload
URL
user name
user
video conference
virtual reality
virus
VRML
wave file
web
web directory
web site
window
wireless
zoom
account
accountant
accounting
accounts payable
accounts receivable
agent
amortization
ATM
assets
balanced
bank
bankruptcy
beneficiary
bond
broker
broker

cash flow
check
checking account
closing
collateral
commission
consolidate
credit
creditor
day trader
debit
deed
depreciation
dividend
equity
escrow
estate
estate tax
expense
finance
financial
funds
futures
futures market
gain
growth fund
income
income tax
inflation
interest
interest rate
investment
investment bank
investment banker
investment real estate
lease
liability
lien
liquidity
loan
long term
loss
margin
market
market risk
merger
money
mortgage
mortgage broker
net income
net worth
note
option
premium
profit
profit margin

profit sharing
quote
rate of return
real estate
real estate agent
realtor
refinance
revenue
revenue bond
risk
saving account
security
share
stock
stock broker
taxes
trade
venture capital
volume
write off
yield
zoning

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The Traditional Swipe File

by Larry Dotson

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by Larry Dotson and Joe Vitale

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