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Your – Words like “ your ” or “ you ” show customers that you ’ re thinking about them. It ’ s a simple, personalized touch that can go a long way to increase sales. Take a look at the three subject lines below. Each one includes the word “ your ” or “ you. ” . 8. Thank you – A little goes a long way.

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The ultimate list of words and phrases that convert. A quick Google search can reveal pages of results for persuasive and powerful words.

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...came from studying best-selling magazine covers, and  
Interweave ' s Bob Kaslik found that the words work equally well  
on magazines as they do in promo copy and in email subject lines.  
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If you sell personalized or custom items, be sure to add some tag phrases that contain those words. Get specific and describe the techniques or methods you use. Examples: Hammered cuff, custom embroidery, reclaimed wood frame, personalized tumbler

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Keywords 101: Everything You Need to Know

If you want to make your ad copy pop and excite customers, use these top 20 retail marketing phrases: 1. Beautiful in Its Simplicity. Customers hate complexity and love simplicity, viewing it as a form of good customer service. When you make things simple, you create a smooth customer experience. 2.

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20 Marketing Phrases That Make Customers Buy

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26 Best Book Quotes - Quotes About Reading

The Emotional Copywriting Spectrum in Action. So now you have your copy of the Wheel (don ' t you?) and, as you can see, there are 7 basic emotions that you will use to craft a powerful message and inspire action in your readers.

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The Ultimate Copywriting Tool: The Wheel of Copy

How to Write Product Descriptions That Sell 1. Write your own  
Avoid using the manufacturer ' s product descriptions. By writing your own copy, you avoid being penalized by Googlefor duplicate or thin copy. You also improve your chances of writing a product description that converts your customer. 2. Make it scannable

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decks: Classic, Sing It, Pop Culture and Head to Head. Sure to be a  
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