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## **FIVE WORDS YOU SHOULD NEVER SAY IN YOUR SALES LETTER**

- √ Your own sales letter can kill your business. You've written some words that people don't even want to hear. These words are: buy, learn, tell, things, stuff.
- √ Buy - Using this word alone can destroy your business in split second. Instead of using the word “buy”, change it to “claim” or “invest”.
- √ Learn - Nowadays, people have no time to learn information. Instead of using the word “learn”, it is better to use the word “discover”.
- √ Tell - People will not listen to you if they don't recognize you. Study these two words carefully, "Let me tell you the secrets of becoming a millionaire" or "Let me reveal to you the secrets of becoming a millionaire."
- √ Things - It makes the sales letter very boring to read. This will make people lost their confidence in whatever you've offered to them. Instead of using the word ‘things’, consider to revise it to “tips”, “tricks” or “techniques”.
- √ Stuff - This word is what most marketers used to describe how great the product is. If you change it to “Insider Secrets”, this will give people an urge to act right away.
- √ If you can avoid these five words, your sales will definitely boost up to the roof. You will be surprised of the outcome.

Words have a huge influence on us all. They can lift your spirits, make a bad situation better, motivate you to keep going, can entice a customer to buy. That’s why, I will remember to try and incorporate key words and phrases that help to sell. My headline should immediately let people know what I am marketing. My title must match the content. In the advertisement there should always be a call to action. If my reader needs to use a dictionary to understand what product or service I am trying to sell then I will waste most of my advertising budget. Do not neglect the power of these words. Ask yourself, which one sound better, "Buy this amazing product" or "Claim this amazing product", "Learn 10 Easy Tips to Improve Your Golf " or "Discover 10 Easy Tips to Improve Your Golf ", "Get these 5 great techniques right away" is far better than "Get these 5 great things right away". Consider these two words, "Click here to download your 7 stuffs" or "Click here to download your 7 amazing insider secrets."