

# 15 Wave-Making Words for Marketing

A striking image can get you only so far with your a marketing campaign. The right words are needed to motivate action. Words work to move people to react; the better the words, the stronger the reaction.

Consumers respond to messages that appeal to their basic needs and desires. Those emotional triggers include:

- Saving money
- Satisfying their curiosity
- Gaining popularity or recognition
- Improving their health
- Building wealth
- Reaching success
- Attaining acceptance or power
- Improving themselves or their lifestyles
- Acquiring the things they want
- Reducing pain
- Solving problems
- Feeling exclusive or prestigious

The following are 15 words that have been used successfully in marketing communications to appeal to human emotions and stimulate a desired reaction.

1. You
2. Money
3. Save
4. New
5. Stop
6. Results
7. Because
8. Easy
9. Health
10. Safety
11. Love
12. Discovery
13. Proven
14. Now
15. Guaranteed

While these powerful words can get results, they can't do it alone. Knowing the right words is only half the battle. These powerful words combined with well-written, benefit-focused information is a sure recipe for powerful results with your marketing messages.

## Words to Avoid

Breaking through all the clutter and noise that your audience experiences every day, requires the right words. Words that are overused or have little to no meaning don't work. Your audience has become immune to them. The following are five words used all too often in marketing messages. They have lost their power and are widely ignored by consumers. Avoid using these words in your marketing messages.

Service      Quality      Value      Caring      Integrity

## Don't know what to write?

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