

10 Mind Altering Words That Make People Buy

1. Use the word “**fast**” in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money.
2. Use the word “**guaranteed**” in your ad. People want to be assured they are not risking their hard earned money buying your product.
3. Use the word “**limited**” in your ad. People want to own or receive things that are exclusive or rare because they are considered to be more valuable.
4. Use the word “**easy/simple**” in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc.
5. Use the word “**testimonial**” in your ad. People want to see believable proof before they buy your product. It should be reputable and specific proof.
6. Use the word “**discount/sale**” in your ad. People want to find bargains. They could be rebates, one time sales, percentage offers, get one free offers, etc.
7. Use the word “**free**” in your ad. People want free incentives before they do business with you. They could be free books, accessories, services, etc.
8. Use the word “**you/your**” in your ad. People want to know that you are talking them. This'll make them feel important and attract them to read the whole ad.
9. Use the word “**important**” in your ad. People do not want to miss important information that could affect their life. People will stop and take notice.
10. Use the word “**new**” in your ad. People want new products or services that will improve their life like new information, tastes, technology, results etc.