

# Common Words & Phrases Used in Advertising

A sampling in alphabetical order

These words are not guaranteed to have results...  
but tend to do well when placed properly.

**\* words = ones that can hurt your sales or can come off wrong**

Best	Health	*Once in a Lifetime
Be the First	Healthy	Proven
Click	*Hassle-Free	Remember
Compare	*Huge	Safe
*Cyberspace	*Hurry	*Sale
Discover	Increase	*Save
Easy	Learn	*Save Up To ____ Now”
Exclusive	*Look Inside	Start
*Final Days to Save	Love	Thank You
*Free	New	Time
*Groundbreaking	Now	Try
*Guarantee	*Off	Unique

**Most Powerful of All?  
“You” and “Your”**