

## Advertising using Power Words

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Word cannot only influence the minds of people but can completely change their perception about a particular thing. Words have the persuasion power to entice and motivate. They are used by the politicians, public relations persons, and even by parents to pass on their message. These words are known as power words and they can do wonders when used in advertisement.

New or improved words create a sense of curiosity. The customers get an impression that the product is something that is different from others and he tries to get it before anyone else does so as to have edge over others. The laundry products have always been advertised as new and improved, from years. Although it can be either new improved version of the existing product, but the power of both the words and the product reinforces each other's strength.

Take for instance the line "Money back guarantee", these power words help gain the trust of the customer. It is a must to print these words at the closing line of an advertisement. After this sentence, the methods of payment and how money will be returned if the customer is not satisfied should be stated.

Most of the successful advertisements have a little known secret that surely generated curiosity within the reader. People are knowledge thirsty, they want to know what others do not know. They think that there is some vital information they are missing because of which they haven't gained success in something particular.

Words "Insider say that", is similar to "secret". It gives out information from some expertise that is still unknown to the outside world and only if the customer gives money, information will be divulged to him.

Free word in the headline of the message simply does wonders. The reader easily absorbs the message, unless and until something free is given to the customer in reality. By any change, if the company tricks the customer into paying money for something, which was supposed to be free, the trust of the customer is lost instantly. Usually the word FREE is spelled as FR~E on websites as ISP filters block messages having the actual word, considering it to be some kind of spam.

You is a very important word to be used in an advertisement. It directly points out the advantages to the customer, if he buys a particular product or service. Step into the shoes of the customer and try to note down the points which will be of benefit and what points will decrease the interest. The advantages then should be referred to the customer by addressing them with "you". The customer feels that he is being directly talked to.

The word "Immediately" rings in the emergency. It can be interpreted as "Don't wait any longer, get it now!" This motivates the customer to take some necessary and quick action. Power in itself is a powerful word. Give that power to the consumer and see the magic. This gives the consumer a feeling that he can get possession of something that he lacked till now and this could make him achieve the impossible.

The basis of a successful advertisement is to understand the consumer's needs and then design the advertisement accordingly. Just stating the advantages of using the product or service of

the company isn't enough. Sentence should be so designed that the customer should see his advantage in the product. For example, when advertising for a digital camera, just stating that the in-built memory of the camera is of 1 GB, won't do the trick. Instead, the sentence should be changed to "enough memory to store 350 pictures or 50 videos". The solution to the problem of the customer is reflected in this sentence. Ideas can be taken from advertisements of other similar brands like how the sentences are written and placed in an advertisement. After the sentence framing, adding power words to spice up the advertisement will definitely make a winning ad campaign.