



The “Magic” Marketing Words

Of course, we all know there really isn’t any magic (easy stuff) in marketing. But, we keep hoping, don’t we? The following words are the closest you’ll get when communicating with your targets and customers. And, remember, those targets are people with feelings, not bulls-eyes. Communicate accordingly.

Good Words

You

Yours

Easy (But be careful, this is also overused. Make sure whatever you’re talking about really *is* easy.)

Free (Ditto re easy. People typically don’t value something for nothing.)

Gain

Benefits (Give example to which the audience can relate.)

Natural

People

Value (Give examples. Don’t just say it and let it lay there.)

Studies have shown that many people make decisions based on risk aversion, versus things like growing a business. Bird in the hand and all that. So the following words can be very powerful:

Prevent

Protect

Security

Save

Bad Words

Buy

Wrong

Difficult

Failure

Obligation

Loss

Liability

Think how *you* react when you see any of these in a proposal or pitch. Of course, you can play off negatives but that’s a tricky game and requires a deft touch. So, when in doubt, don’t use the “bad” words.

Use With Caution

I

We

Our

My

Mine

People want to know “What’s in it for me?” - not hear *all* about you.