

## 32 Power Words that SELL!

1. Advantage
2. Save
3. Benefit
4. Security
5. Comfort
6. Trust
7. Results
8. Value
9. Exciting
10. Deserve
11. Fun
12. Guarantee
13. Free
14. Love
15. Right
16. Powerful
17. Improved
18. Discovery
19. Investment
20. Happy
21. Joy
22. Money
23. Safety
24. Vital
25. Proud
26. Easy
27. Proven
28. Health
29. Profit
30. New
31. Truth
32. You