

Marketing Miracle Phrases

By Jai Johnson

Marketing Miracle Phrases

Jai Johnson
jai@michelejanine.com

Jai's Fine Art Gallery <http://www.michelejanine.com>

"...A powerful agent is the right word..."
--Mark Twain

And what true words those are! Your marketing efforts have the ability to succeed...or to fail...based on the words you choose to represent your products, services, and yourself in your ads.

You have the ability to choose any words you desire. The problem is, sometimes, we draw a blank. Our minds seem amiss of anything creative to say. This is when a diverse collection of pre-written phrases, designed to bring miraculous changes to your ads, comes in handy.

A collection of pre-written phrases, which you can drop right into your ad text, offers a lot of magic, a good deal of choices, and an incredible journey through words which develop warmth, color, and add texture to your ads. With pre-written buzz-word phrases, you can bring your ad to life - immediately.

So how do you come up with these phrases and buzz words? The first step is to become aware of every advertisement you're exposed to, whether it be on television, in a newspaper, in email, or in a magazine. Just pay attention and study those ads.

The second step to gathering your pre-written phrases is to write down the words which make an impact on you. Make a notebook, or a computer document, and as you are exposed to the ads around you, jot down those phrases and buzz words. Here's some phrases and words I jotted down recently:

Accept nothing but the best
Because you're worth it
Consider it a gift from you...to you

The third step is to take these phrases and integrate them into your ads. The best way to do this is

work with an ad which you've already written. How much impact does it have? How much sparkle and pizzazz does it possess? Does your already written ad grab your attention? If the answer is NO, then it's time to input some marketing miracle phrases - sprinkle them about your ad, pick some from your list which "fit" with your product or service - and revise.

Let's take a look at an ad I found written by someone who is NOT using marketing miracle phrases:

"New without tag circular picture frame featuring hearts and rhinestones. Has little gold feet so it sits nicely on your tabletop or dresser. Black velvet back. About 4 inches high and 3 1/2 inches wide with a 2 inch-diameter opening."

The ad for this item really didn't capture my attention. The photo of the item did - it is a nice product! Let's see how the actual ad can be "spruced up" with the use of some marketing miracle phrases:

Accept nothing but the best when framing that picture of your sweetheart! This beautiful, circular picture frame features gold hearts and glistening rhinestones, which will certainly bring radiance to the most important person in your life. The frame has tiny gold feet so it will sit nicely on your tabletop or dresser and it has a black velvet back. Consider it a gift from you....to you... Because your sweetheart - and you - are certainly worth it! Measures 4" x 3 1/2" and has a 2" opening.

See the difference? Using marketing miracle words gives you a new way of impacting your buyers with words and phrases designed to bypass the mind, and get your product deep into their heart and soul, reaching the core of their deepest desires.

So why not try it with your own ads? Just follow the three steps in this article to see the change in your ads, and the change in your bottom line sales figures. Good luck!

~*~*~*~*~*~*~*~*~*

Jai Johnson is a self-taught artist, and published author from Jackson, Tennessee. You can read more about Jai and visit her online art gallery here: <http://www.michelejanine.com>

She is also the author of 777 Marketing Miracle Phrases - a short email booklet with all the phrases you need to get started on improving your ads TODAY. For your own copy of this booklet, send \$10 via Paypal.Com to jai@michelejanine.com - your booklet will be forwarded via email, and we'll also include Jai's publication of 777 Specialty Businesses A Seller Can Start absolutely FREE in a second email!

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)