

3 Words That Sell Like Candy!

By Larry Dotson

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1) Fast

Use the word "fast" in your ad. People want fast results, fast delivery, fast ordering, etc. Nowadays, we usually value our time more than our money. For example, you could say, "Our product works fast!" Another example, "Our product comes with fast shipping options."

2) Guarranteed

Use the word "guaranteed" in your ad. People want to be assured they are not risking their hard-earned money buying your product. For example, you could say, "Our product comes with a 90-day money-back guarantee!" Another example would be, "Don't forget our product comes with a lifetime guarantee!"

3) Easy

Use the word "easy/simple" in your ad. People want easy ordering, easy instructions, easy to use, easy payments, etc. For example, you could say, "It's the easiest way to lose weight!" Another example would be, "It's easy to order - just click here and fill out your information!"

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