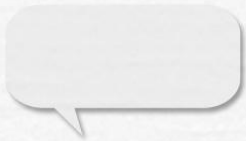


# SWEET Marketing Lingo

The Top 10 Words that Say  
Buy and Why They Work



*with  
Melissa Ingold*



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## About the Author



Melissa Ingold is the Internet Marketing Sweetie.

She's a savvy marketer who believes in designing a business around who you are as a person, and making a connection with your target market for long-term, repeat buyers.

Melissa has built a successful *and* profitable business through affiliate marketing, membership sites, and information products simply by being ethical, kind, and treating her prospects and customers like real people.

She believes that there's no reason to lose your soul in the process of trying to earn a really good living online, and by tuning in to your market, you can create a powerful, long-lasting connection, and sell more products in the process.

*Melissa Ingold*

The Internet Marketing Sweetie

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## **SWEET Marketing Lingo:** *The Top 10 Words that Say Buy and Why They Work*

What most people don't realize is that we as human beings have some pretty hot buttons that when pushed just right, make us do things quickly. Sometimes these buttons make us do things that we wouldn't normally do.



This is no more true than when we go to make a purchase. There are just certain keywords that when we hear them, make us want to purchase the item that is associated with the item. So what's my point? Well, if you can incorporate these keywords naturally into your ad copy, you have a very good chance of increasing the number of sales that you make.

In this report, we're going to examine these hot button keywords, starting with the word...

### **Fast**

Let's face it. People don't want to wait for things. Think about it. Why do we go to fast food restaurants? We certainly don't go to them because the food is so great. I mean, it's okay, but you're certainly going to get a better meal at a fine diner. Why do people buy microwaveable dinners? For that matter, why is the microwave such a popular item? The reason is simple. With our hectic life styles, we don't always have time to prepare an elaborate meal. Sometimes we just want to take a box out of the freezer and pop it into the microwave, thus the invention of the microwave dinner. Something else that is fast.

Did you ever go to a Jiffy Lube? Well, if you don't know what a Jiffy Lube is, it's a place that will change the oil in your car in under 15 minutes. Why are Jiffy Lubes so big? Because people don't want to wait around for an oil change. They've got more important things to do.

But the word fast is not only associated with convenience. Did you ever think about why people like to watch race cars? There is something very exciting about things that go fast. That's why the Corvette is such a popular car. It goes fast. And guys like cars that go fast. If the car went slow, or even average speed, would as many people buy it?

Fast is power. Fast is energy. Nobody likes the slow poke. They like the person who can run fast. That's why we have races, to see who the fastest person is, not the slowest, who we ultimately end up laughing at.

Steady may win the race, but fast is what attracts people. So if you can somehow incorporate fast into your business advertising, you have a good chance of making more sales. Maybe you have a product that will help somebody speed up their productivity, like a high speed printer. Great! Make the customer aware of this. Let them know how many DPI it prints in how many seconds. Throw specs at them. They may not understand them all, but they will understand one word. Fast. Put that word in your ad copy and use it for all that it's worth and you will see your sales increase. It's all psychology.

## **Guaranteed**

This is a word that you will see with just about any product that you buy anywhere in the world because it is probably one of the most powerful words you can use to gain somebody's trust.



There is nothing more reassuring than to have somebody tell us not to worry about something, that they promise it will work or they'll give us our money back. When we hear something like this it makes us feel like we have nothing to lose by at least trying, even if we're really unsure that the thing is going to work at all. Yes, the word guaranteed packs a lot of punch.

Just take a look at the Clickbank marketplace as an example. Did you know that every single one of their products comes with an unconditional 60 day money back guarantee? That's right. If you're not happy with any of their products for any reason at all, you can return them if within 60 days and get a complete refund. And the truth is, this is common not only to Clickbank but to a lot of online companies.

The truth is, you would be hard pressed to find a company out there that doesn't offer a money back guarantee. The reason is very simple. Because of all the scams that have come and gone, not only through the Internet but through the offline world as well, people are very hesitant to buy anything anymore. They're afraid of getting ripped off. And who can blame them? It happens every day. Because of this, companies are almost forced to offer a money back guarantee or they pretty much have no chance of doing business.

And even with that word "guaranteed" being thrown all over the place, people are still skeptical. They're skeptical of the guarantee itself. Will you really honor it? Is this just more hype and lies? That's why you better have a reputation of honoring refund requests or your business is going to suffer greatly.

If you have your own product or service, it's probably best to register it with a company like Clickbank. This way you have no choice but to honor a request for a refund. Plus, you'll save yourself a lot of headaches by having Clickbank sell your product for you.

The point is this. The word "guaranteed" is a safety net for a potential customer. They see that word and they breathe a sigh of relief. They don't have to worry that they'll buy whatever it is that you're selling and get stuck with a lemon that they can't return. Besides, if your product is as good as you think it is, you won't get many returns anyway.

While you might be hesitant to offer a guarantee in the fear that you will get returns, which you will get, the number of sales that you will get because of that guarantee will more than make up for the returns. So if you can offer a guarantee, do it. You won't be sorry.

## Limited

Wonder if this word works for generating sales? Wonder WHY it works? We're going to take a look at just some of the reasons.

First off, we need to understand what the word limited means and what it means to people and their nature. By definition, the word limited means in short supply. In other words, there are only so many of whatever it is. In the Internet marketing world, this is a big buzz word. The question is, why?

Well, there are several reasons. One of them is simply that if people see something come out and they discover that it is going to be in a limited supply, their first instinct is to think that this thing, whatever it is, must be great or they'd be selling a ton of them. Curiosity is usually the first thing that gets a hold of these people. Why is it a limited offer? Is it something really new and different? And if I don't get it and it's all gone, what if I've passed up on something that could have changed my life? This is where fear of loss comes in.

Think about it. Have you ever listened to those radio or TV shows where they are giving away a limited number of some item and finish their pitch with something like "These things are going to go fast, so order now." Know why they go fast? Because they're telling people that they'll go fast. It's a self-perpetuating system.

So how do we take advantage of this limited mentality when marketing online? Well, the most important thing to understand is that when you say something is limited, you better mean it. The last thing you want is to tell people you're selling 10 packages of whatever it is you're selling and 100 of them are floating around the Internet. If that happens, your reputation is pretty much shot to pieces.

The next thing you have to do is figure out what you are going to charge for this limited item. Remember, you're only selling a short supply so you want to make it so that it's worth your time and effort but you don't want to charge so much that you practically scare off all your potential customers. This is a tough balancing act and requires a lot of thought and maybe even some pre-selling surveys to see what people would be willing to pay for such a product.

The word limited has an amazing effect on people. It's kind of like threatening to pull the legs out from under someone if they don't act quick. Fear is a great motivation and when a marketer thinks that the newest and coolest toy on the block is going to be had by John Doe across the street and NOT by him, fear, combined with jealousy make it almost impossible for this person to resist going ahead with the purchase. And if priced right, thus making the perceived value a can't lose proposition, the chances of you not selling out your limited offer are slim to none.

It just takes good marketing, a good product and one word...limited.

## **Easy & Simple**

These two words, when combined, are sure fire ways to generate sales for your product or service.

Have you noticed that the world we live in has gotten more and more complex over time? There isn't a business on the planet these days that doesn't own some sort of electronic gadget, whether it be a computer or some new way of driving nails into a wall. Manual labor is pretty much a fading thing. The problem, however, with many of these electronic gizmos, the learning



curve is close to that of trying to figure out advanced calculus. Well, the last thing people want to do is have to go to college just to learn to do something. They're tired of the 200 page manuals and having to wait two weeks just to get whatever it is they're using to work. People want something that's easy and simple.

Look at most of your microwave meals. Simply remove the item from the box, pop it in the microwave, set it for the time indicated and you're done. A perfect meal in a couple of minutes. Even the more sophisticated gadgets of today, like Blue-ray players, are getting simpler to use. Just pop in the DVD and a nice menu pops up. Simply choose the option you want by using a few key strokes on your remote control.

The reason that people want things to be simple and easy is because life itself is anything but. Did you ever try to get support for your cable service when it goes out? The automated answering system asks you about 20 questions before you even get to speak to a real live person. And that's if you're lucky enough not to get one of those speech recognition menu systems where if you don't speak slowly enough they don't understand what you're saying.

So people are tired of jumping through hoops. They're tired of not getting what they want, when they want it. Microwaveable products and services. That's what we crave. Easy and simple to use. Push a button and be done with it.

So if you want to increase your business, keep it as easy as possible. If it's a physical product that comes with a manual, make the manual as easy to read as you can. If it's an ebook on how to make money on the Internet, keep it as simple as you can. Give step by step instructions if possible. People want to think as little as possible. And, if you're offering some kind of service, like web hosting, make sure your hosting options for uploading files, checking email and the other things associated with web hosting packages are all easy to follow and execute.

If you keep the words easy and simple in mind when promoting your product or service, you're more likely to have more satisfied customers in the long run.

## **Testimonial**



This word pulls an awful lot of weight with people. The word is "testimonial" and soon you'll see why it is such a powerful word in the Internet marketing world.

The Internet is a scary community. You read stories of rip off artists and crooks all the time. It's gotten to the point where you see something on the Internet and the first thing that comes to your mind is just one question. "Is it legit?" Unfortunately, because of all the crooked people out there, it is impossible to know what is legit and what is a scam anymore, not unless you can have somebody actually say to you, "Yes, this is legit." That's where the word testimonial comes in.

Let's be very clear about one thing when it comes to testimonials. We're not talking about making up fictitious names with some flowery prose pasted all over your web site. We're talking about getting some well respected Internet figures who have looked at your product, used it, and can actually say that it is a good product (make sure your testimonials fit within the FTC guidelines).

Why is this important?

For starters, it shows others that people actually do use your product. This way they're not buying something that has been untried and unproven. Nobody wants to be a guinea pig for a new product.

Aside from that, it gives you credibility. People see that not only is your product something that is used and trusted but that you yourself as a person is trusted. These people have enough faith in YOU to lend their name to your product in order to endorse it. This carries more weight with people than you can possibly imagine.

So the question is, how do you get these testimonials? Unfortunately, that's the hard part. You have to earn them. However, there is a very easy way to earn them. You may be reluctant to do this at first, because it will actually mean losing sales, but in the long run, it will be to your benefit. So how do you earn these testimonials?

The process is a simple, but slow one. You need to contact the big names in the industry for whatever niche you're marketing in. Write to them. Tell them about your product. Tell them that you'll be willing to send them a complimentary copy if they would be willing to review it and give a testimonial on it ONLY if they really feel it has value.

You're going to get some people who will turn you down. Others won't even respond to your emails at all. But there are going to be those few, and that's all you need, who will try your product and actually like it. As you get these testimonials, put them up on your site. Eventually, you will have enough of them to make quite an impression.

The bottom line is this. People want to know that others have used your product and have had success with it. This breeds confidence and confidence means the person is more likely to become a customer.

## **Discount & Sale**

This is a word pair that has made the online and offline world run for a very long time. The words are discount and sale.

Let's face it. One of the biggest shopping days of the year is the day right after Thanksgiving, or Black Friday. Why is this such a big shopping day? Because just about everybody and their grandmother is running a sale. And not just a sale, but a HUGE sale. I mean, they're practically giving everything away. The discounts on items run anywhere from 20% to 75% off. Sometimes you can see discounts even bigger than that. Car dealers have a field day on Black Friday. Why?

Because people want to get more than what they're spending for it. If they know something is "worth" \$100 and they know they can get it for \$50, even if it's not something that they "really" need, they will probably find it in their budget to make the purchase. Why? Because they know they will probably never get the chance again. At least not for a very long time anyway.

So, how do we, as Internet marketers, take advantage of this fact? And make no mistake about it. This is a fact of sales. People are always looking for a bargain, discount, whatever you want to call it. Understanding that is the first step to taking advantage of it. How?

For starters, if you're thinking of selling your own product online and haven't begun yet, think about the value of your product. How do you do this? Compare it to the prices of other comparable products. Once you have a figure planted firmly in your mind, write it down. That is going to be the price that your product would "normally" sell for. Now, think about what you as a buyer would feel is a good bargain for that product. Write that price down as well. That is your sale or discount price. Maybe you might feel it's too low at first. Fine. Test it out. How?

This is where you're going to have to do some experimenting. Initially, you may make a few sales that are below what you want to charge, but ultimately you will eventually arrive at a price point where you can give a small enough discount and still make additional sales because of it. Keep changing the price in the initial stages of selling your product until you are comfortable with the number of sales you're getting in relation to the price you're charging. Remember to include the "original" price on your website, even though there really wasn't an original price. In this case it will be the price you think the product is worth.

For those already selling a product, simply go through the same process for determining a sale price. You already have your "regular" price, so half the job is done. Eventually, you will arrive at a sale price that will bring you enough additional sales to make up for the reduction in cost.

Customers like sales and discounts. So give them what they want. In the long run, you'll probably end up making more sales because of it.

## **Free**

This is probably one of the most powerful words in the marketing world.

You see it everywhere. Go turn on one of those infomercials late at night selling those Ginsu steak knives. They'll give you FREE with every purchase of a set of knives, a turkey carver, a cutting board a blah, blah, blah, and so on. The free stuff seems to outnumber the items that you actually pay for. Makes you sometimes wonder how much any of this is worth if they're giving away so much for free. Well, that's another topic that we'll touch on another time.



The point is, the word free is a powerful word in the English language. People love bargains, but when they can get something for nothing, that's when they really take a long hard look at what you have to offer. Give somebody enough freebies to go along with the product or service you're selling and you are more likely than not, going to get the sale.

Many marketers think that giving stuff away for free is counter-productive or just plain stupid. They can't see the benefit of just giving something away. What do they get out of it?

I will be the first to admit that there are many people on the Internet who are looking for free stuff and never become buyers. They're called tire kickers and there is nothing you can do about them. However, there are people out there who ARE buyers. Many of these buyers are what we call "on the fence" and sometimes just need a little extra push to get off that fence. That's where the free offers come in.

There are two ways to handle giving free offers. The one is to offer the free products along with the purchase of the product you are selling, such as with the Ginsu knives example. This is probably the most direct because it gets the buyer to commit right away.

The other method is to offer something free, maybe like a product, up front in exchange for the person opting into your list. In this case you don't get the sale right away but you do get them on your list where you can send them additional information and follow up messages and possibly convert them to buyers down the road.

Either method will work. The point is, people like things that are free. It gives them the chance to see what kind of product or service you offer and gives them time to get to know you. This is how you build trust in a relationship and trust is something that goes a very long way in the business world.

If you don't have any free products or services to give away, try finding some PLR products in your specific niche that you can edit and give away to your subscribers. All you have to do is think outside the box and put in a little effort. That effort will pay off big time if you work it on a consistent basis.

## **You**

This 3 letter word is probably one of the most powerful words in the Internet marketing language.

If you're sitting there scratching your head, wondering if I've lost my mind, I haven't. The word "you" is probably one of the most powerful words you can use in your advertising campaign. Why? Let me explain with a very odd example.

You're walking down the street. You see two kids. One appears to be a big bully and the other is some skinny little kid who the bully just happens to be picking on. You don't want to just barge in there and bust it up so you want to do something to get the bully's attention so that maybe the skinny kid can get away. You think for a second and come up with the perfect solution. You fill your lungs with air and scream at the top of your voice, "Hey YOU!!!"

The bully turns his head, while taking his hands off the skinny kid to see who wants him. In the meantime, the skinny kid breaks free and runs away.

Why did the bully turn his head?

Simple. You said the magic word. "You." When people hear that word, they automatically think that the person speaking it is speaking to them. Think about it. The bully wasn't looking at you. Heck, he didn't even know you were there. But he heard the word "you," which could have been directed to anybody on that busy street, and he assumed that he was the target of the scream.

Got the picture? The word "you" is indeed very powerful. When expert copywriters communicate with potential customers they always ask questions like, "Don't YOU want this kind of life? Don't YOU deserve to be happy?" Why do you think they do this? Because it works. It's on the most personal level. You are speaking directly to the person. This has now become a one on one conversation. You're not talking to him or her or them. You're speaking directly to the person, just as I am speaking directly to YOU. Yes, YOU. Think you won't take this article more seriously and use these techniques in your promotion? Of course YOU will.

There are certain techniques to copywriting and this is one of the top ones. You want all your sales copy to be personal. The person reading it doesn't care about what you can do for the other person. They are concerned with what you can do for them. Just like YOU'RE concerned with what I can do for YOU. That's why you're reading this. You want to get the best advice that you can when it comes to using words that make people buy. Well, using the word YOU is probably one of the best ways to get people to buy.

Try it with your next advertising campaign and see how it goes. My guess is that YOU will get the best results of YOUR life.

## **Important**

This word is one of the most important words that you can use in your advertising campaigns. As a matter of fact it's so important, I've already used the word twice ;-)

We live in a very fast paced world. Everything has to get done yesterday. There's literally no time to do all the things that we have to do. As a result of this hectic life we live, we just can't be bothered with things unless they are, you guessed it, important. That's why when you turn on the TV and you're in the middle of watching your favorite show, should the station break in with an announcement, you'll almost always hear the word "important" or "urgent" or something along those lines. That way, YOU know that what you're about to hear is something that you just might want to stick around for, even if you are annoyed that your favorite show has just been broken into.

So, how can we take advantage of this in our advertising campaigns? Well, there are several ways. The first is in the actual subject of your ad, especially if it's an email promotion. Lots of people don't open emails because the subjects are just too blah. So if you want to capture somebody's attention with an email promo, just use the word important or urgent in your subject line. Maybe something along the lines of, "URGENT News About..." or "Important information about..."

Subjects like those are certainly going to get somebody's attention.

Of course, after you've captured them with that subject, you want to reinforce that subject in your email content. You might start off by saying something like "It is important that you read this message through to the end. It contains..." and so on. This way, you've reinforced in the person's mind that if they don't read the entire email message, they may be missing something. Nobody wants to miss out on important information. We're kind of paranoid that way. The fear of missing out on something important makes us do things that we don't normally do.

What about the meat of the promo? Well, if we have a product or service that we are selling, we want to use those words there too. You might say something like, "It is important that you understand how vital this product or service is to YOUR business..." and so on. You need to stress to the person reading your email that if they don't have this product or service they are going to be missing an important part of whatever it is they are trying to accomplish, solve, do, or whatever.

When people think that something is important, they are more likely to act on it. So the next time you do an ad campaign, make sure you use the word important in it. Don't overuse it. Maybe 3 or 4 references in the whole ad should be enough. You'll be amazed at the results.

Yes, it is very IMPORTANT that you do this.

## **New**

This is one of the hottest buzz words in the industry, any industry for that matter because this is the one word that keeps us all interested and excited about the things we purchase.



Do you remember when you were a kid and the latest toy came out? I remember when I got my first Barbie. It didn't come with much. It was just the doll and the clothes. Then they came out with accessory packages. I remember getting my first package with extra outfits, shoes, and earrings. It was so cool.

Eventually over time though, the doll just didn't thrill me like at the beginning. Oh it was still fun to play with, but the thrill was gone.

And then they came out with new versions of Barbie and her friends.

See where I am going with this?

New is what keeps our blood boiling. Imagine if we got our first video game for PC and it was really great, but nothing else came out and all we could do was play that same game over and over. Eventually, that game would become...what's the magic word? You got it. Boring. And when we get bored with things we tend to look for...what's the magic words? You got it again. New things.

The point is, everybody likes something new. As soon as most people even just hear that word their ears perk up. Why do you think it is that car dealers have big year end clearance sales? So that they can roll out the new cars for the coming year. And did you ever notice how many people, some with cars only a year old, are standing in line waiting to trade that one year old car in? Why? Because it's old. Hey, it says it right in the description of the age of the car. One year old.

So how do we capitalize on this? Easy. Got a hot new product? Go tell people about it. Tell them that it's new. Make it as clear as day. Just out of curiosity, because it's new, they're going to check it out.

What if your product is not new?

There's a way to take care of this. Add something to it. It doesn't have to be anything fancy. Just add something to it that makes it new. This way you can say something like "New Features!" People are going to check out what those new features are, especially if they have an older version of your product. Even if that older version works fine, many will buy the new version just because it's...what's the magic word? Right. New.

The word new is what keeps us all from going clear out of our minds with boredom. So take advantage of it with your next ad campaign.

Warmly,

*Melissa Ingold*

The Internet Marketing Sweetie

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