

120 of the Best Words & Phrases for Marketing with Emotion



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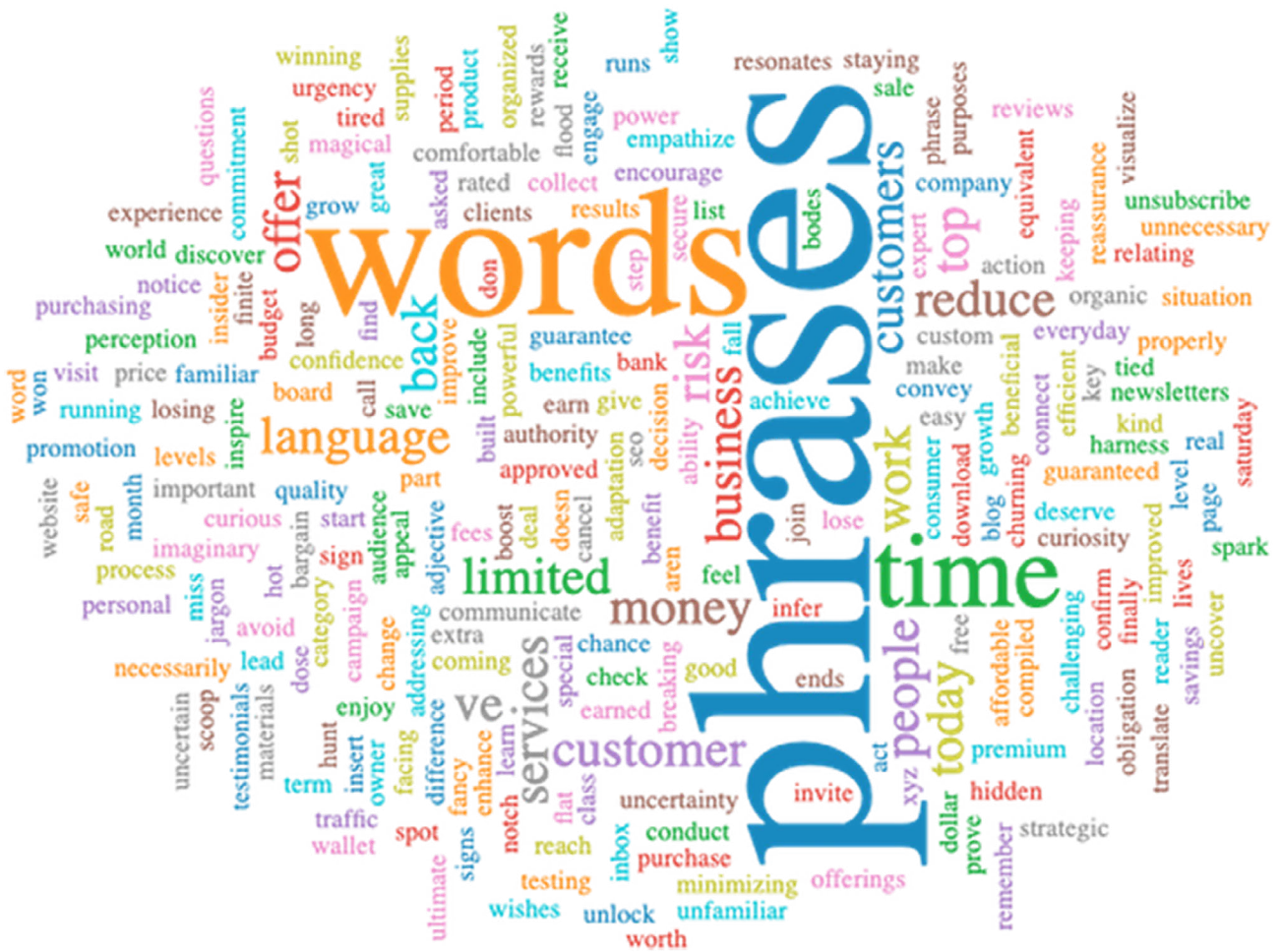
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Introduction

Every business owner is on the hunt for those silver bullet campaigns that will turn your organic website traffic, website pages, email newsletters, and other copy into dollar signs. Well, it doesn't actually work that way. There are some staples, like quality and trust—that have to be woven up through the center of all your content to build that marketing material bridge from consumer to customer. The good news is, your word choice is your first line when building that trust, through your branded content, SEO efforts, online profiles, social media posts, and website and landing page copy, and more.



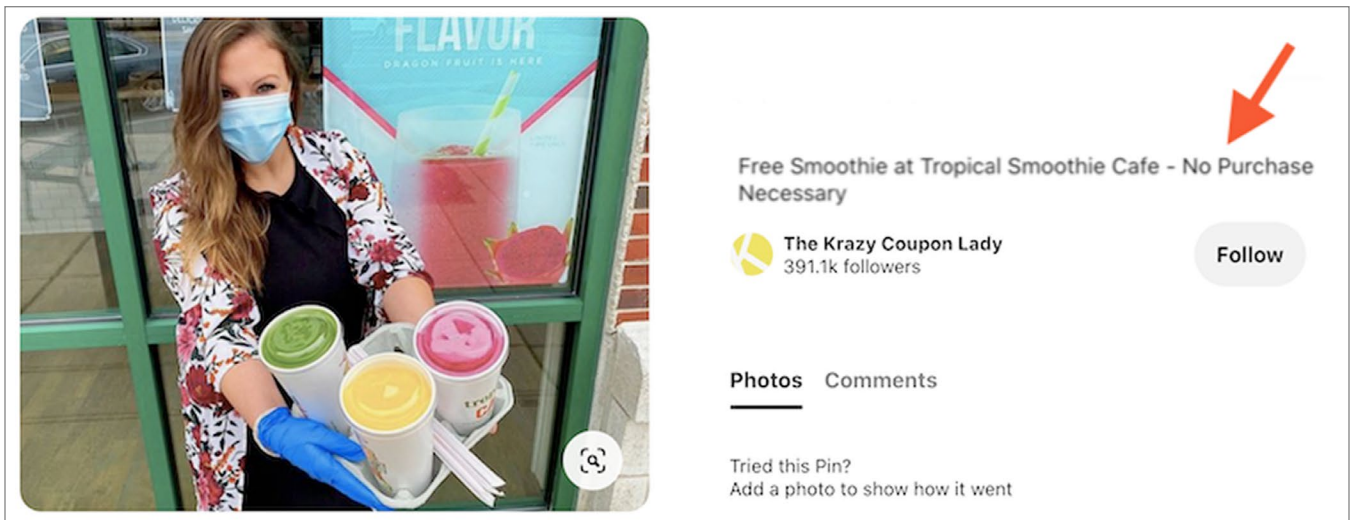
Words have the ability to inspire action in people—this is what copywriting is all about. But as many words as there are in the dictionary, coming up with natural, powerful, non-repetitive words and phrases that appeal to your audience is a challenge. This guide covers a list of words to give you a starting point in writing quality, trustworthy copy that:

- Reduces risk
- Reduces uncertainty
- Builds trust
- Invites purchasing
- Creates urgency
- Sparks curiosity
- Connects with your audience
- Communicates value
- Conveys authority
- Implies growth or benefit

Consider this your guide to refer back to when you're stuck on coming up with copy, whether for an ad, email, landing page, quick blurb, etc. But don't consider this your end-all. Use it as your launchpad to come up with your own words and phrases that reflect your brand voice and values.

Words and phrases that reduce risk

Minimizing a customer's perception of risk will make them that much more comfortable making the decision to business with you. Try to use phrases in your [marketing copy](#) that communicate reassurance that they aren't at risk of losing money or being tied into a long-term commitment. A sense of predictability or set of expectations is the goal here. Some words and related phrases include:



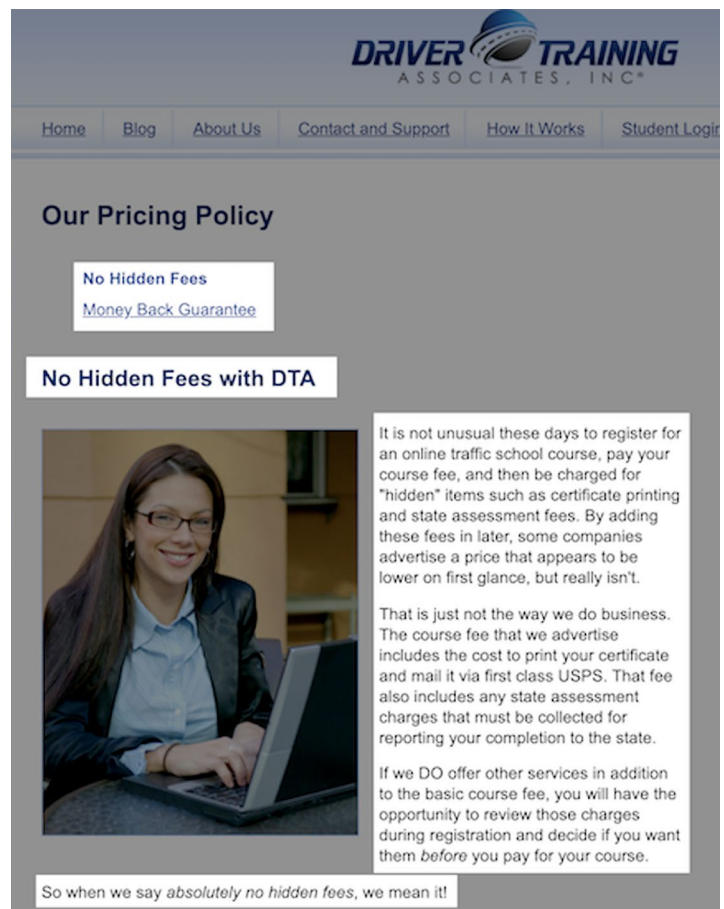
- Guaranteed or your money back
- You can unsubscribe at any time
- We won't flood your inbox
- No obligation
- No purchase necessary
- Cancel at any time
- What do you have to lose?
- Free returns/full refund, no questions asked
- Try it first
- Book a demo
- Talk to [representative] to see if [business name or product] is right for you

Notice that the language here is not fancy jargon but everyday language that resonates with customers. In most cases, you should have a page that states your guarantee and return policies and how/why they work so customers can truly see that there are no catches. Of course, don't offer anything you don't promise or can't describe in detail.

Words and phrases that reduce uncertainty

Uncertainty is one of the biggest barriers to entry for any conversion action you're trying to get your customers to perform within [your funnel](#). Of course, the first step in reducing uncertainty is to [build brand awareness](#), as the more familiar a consumer becomes with your brand, the more likely they are to trust and get to know you. The more they know about your brand, the more seamless their [journey will be from browser to customer](#). Here are some key words that stand out to website visitors to help reduce uncertainty and boost confidence in engaging further with your business:

- First month/time period free
- See for yourself
- No hidden fees
- Check out a sample report
- Money-back guarantee
- The [business name] guarantee
- Risk-free guarantee



The screenshot shows the website for Driver Training Associates, Inc. The header includes the company logo and navigation links: Home, Blog, About Us, Contact and Support, How It Works, and Student Login. The main content area is titled "Our Pricing Policy" and features several key messages:

- No Hidden Fees**
[Money Back Guarantee](#)
- No Hidden Fees with DTA**

Below the "No Hidden Fees with DTA" heading is a photograph of a smiling woman with glasses working on a laptop. To the right of the photo is a text box explaining the company's pricing policy:

It is not unusual these days to register for an online traffic school course, pay your course fee, and then be charged for "hidden" items such as certificate printing and state assessment fees. By adding these fees in later, some companies advertise a price that appears to be lower on first glance, but really isn't.

That is just not the way we do business. The course fee that we advertise includes the cost to print your certificate and mail it via first class USPS. That fee also includes any state assessment charges that must be collected for reporting your completion to the state.

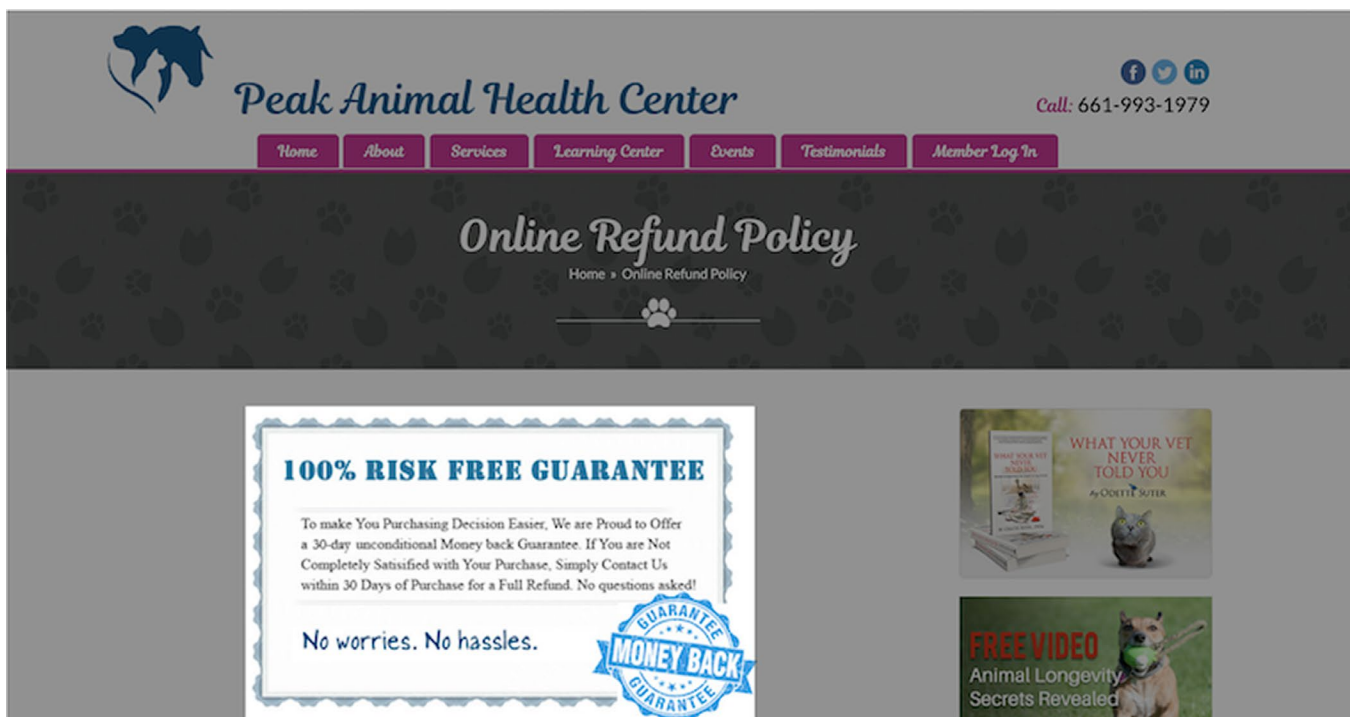
If we DO offer other services in addition to the basic course fee, you will have the opportunity to review those charges during registration and decide if you want them *before* you pay for your course.

At the bottom of the page, a small text box states: "So when we say *absolutely no hidden fees*, we mean it!"

Words and phrases that build trust

Reducing uncertainty is only the first part of the equation when writing [effective marketing copy](#). You've also got to build up trust. Here are some phrases to include in your assets to give your customers more reasons to continue engaging with you:

- Check out our testimonials page
- See our reviews (Here's how to [ask for](#) and [get more of](#) them).
- See our resource library
- Check out our FAQ section
- Chat live with a specialist



The screenshot shows the Peak Animal Health Center website. At the top left is a logo of a dog and a cat. The main header reads "Peak Animal Health Center" with social media icons for Facebook, Twitter, and LinkedIn, and a phone number "Call: 661-993-1979". A navigation bar includes links for Home, About, Services, Learning Center, Events, Testimonials, and Member Log In. The main content area features a "100% RISK FREE GUARANTEE" section with the text: "To make You Purchasing Decision Easier, We are Proud to Offer a 30-day unconditional Money back Guarantee. If You are Not Completely Satisfied with Your Purchase, Simply Contact Us within 30 Days of Purchase for a Full Refund. No questions asked!" and "No worries. No hassles." accompanied by a "MONEY BACK GUARANTEE" seal. To the right, there is a book recommendation "WHAT YOUR VET NEVER TOLD YOU" by Cori Suter and a "FREE VIDEO" section titled "Animal Longevity Secrets Revealed" featuring a dog.

You'll notice that some of the words and phrases in certain sections overlap, since they help to communicate different intentions depending on context.

Words and phrases that invite purchasing

People must be able to visualize how your [product or services](#) will change their lives for the better. But the focus should not be on your product or service; it should be on the value your customers will get out of it and how easy it is for them to obtain it.

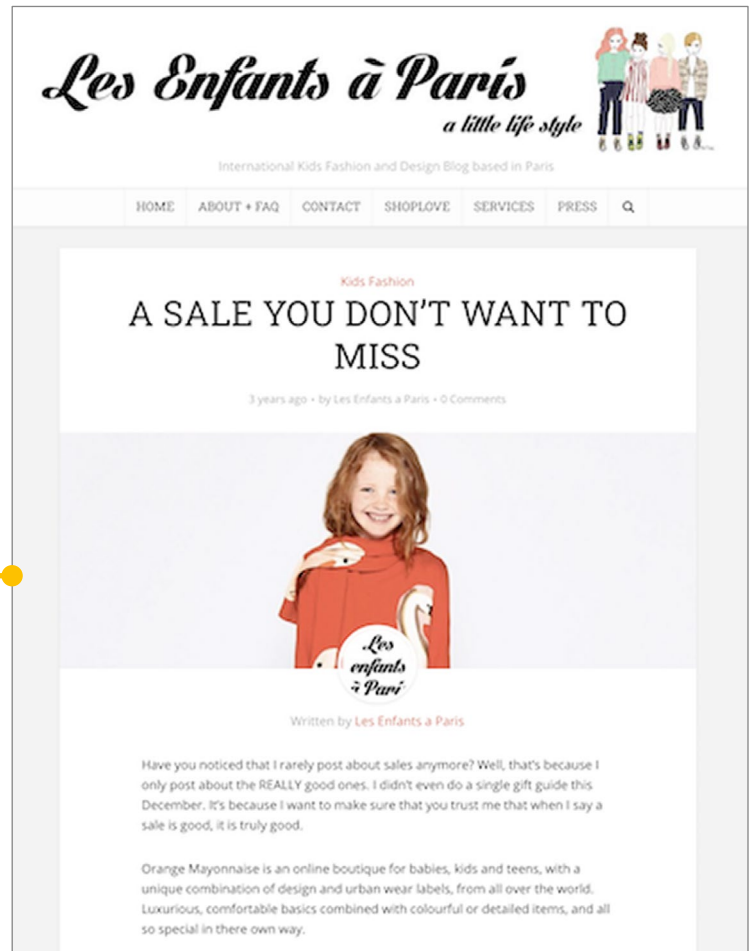
- [Achieve main benefit[s] you offer] and sign up today
- How can [business name or product] help you [achieve XYZ?]? Find out for yourself!
- What do you have to lose?
- Give us a shot!
- What's in it for you? [Then answer that]
- Take advantage of this special offer
- A bargain you can't beat
- Do you want to/Are you ready to [insert benefits of your services here]?
- See the results you want/Real results
- Achieve growth/[other ultimate benefit your customers are seeking]
- Start achieving [XYZ] with [business name or product] now
- Become [adjective your customer wishes to become] with [business name/product]

Knowing the right feelings, benefits, and achievements to put into the brackets above will depend on your knowledge of your customer. And keep in mind, your [post-COVID-19](#) customer has changed, so make sure to do your market research!

Words and phrases that encourage urgency

Running a [sales promotion](#) for a finite period of time is a great way to get people to act. Try using these words in your next time-limited offer:

- Download now/today
- While supplies last
- For a limited time only
- Save your spot
- Sale ends [Saturday]
- Act now before time runs out
- Get it while it's hot
- Last chance
- Don't want to miss/Can't-miss
- Offer ends soon
- Limited-time offer
- Download now
- Call today
- [Hours:minute:seconds] left to



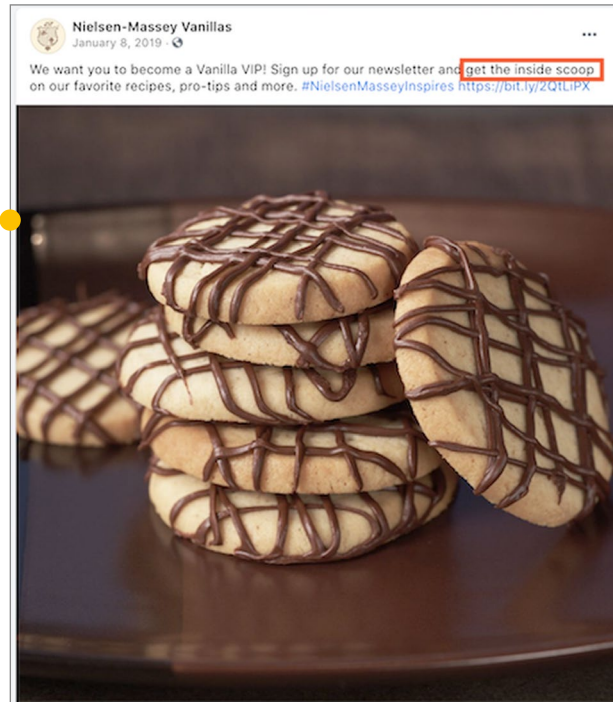
Even if you aren't running a finite offer, placing the word "now" or "today" after a [call to action](#) can make a difference in how it impacts the reader and encourages them to act.

Words and phrases that spark curiosity

Copywriting strives to encourage customers to engage with you on many different levels. Whether you're using words to get newsletter signups, more visits to your blog, or to write more compelling website copy, the key is to make them curious enough to take another step. And yet another step. Here are some words to bring about curiosity and engagement.

- What if...?
- Insider
- Scoop
- Special
- Learn how to...
- Join
- Imagine...

- Discover



A screenshot of the HCCI Human Capital Consultants International website. The top navigation bar includes links for ABOUT, COACHING, HR, EXPERIENCES, STORE, BLOG, CONTACT, and LOGIN, along with search and menu icons. Below the navigation is a large photo of a diverse group of five people smiling and looking at a laptop. Overlaid on the photo is the text "DISCOVER THE POWER OF WE™". Below the photo is a circular diagram of the DISC model, divided into four quadrants: COMMANDING (top-left), PIONEERING (top-right), ENERGIZING (bottom-right), and RESOLUTE (bottom-left). Each quadrant contains several traits. To the right of the diagram is a text block explaining that "Everything DISC is a personal development learning experience that measures an individual's preferences and tendencies based on the DISC model." Below the text are links for "Our Story: The History of Everything DISC®", "About DISC®: Theory & Research", and "Everything DISC® Research Report".

- Uncover
- Get access to

- **Unlock**

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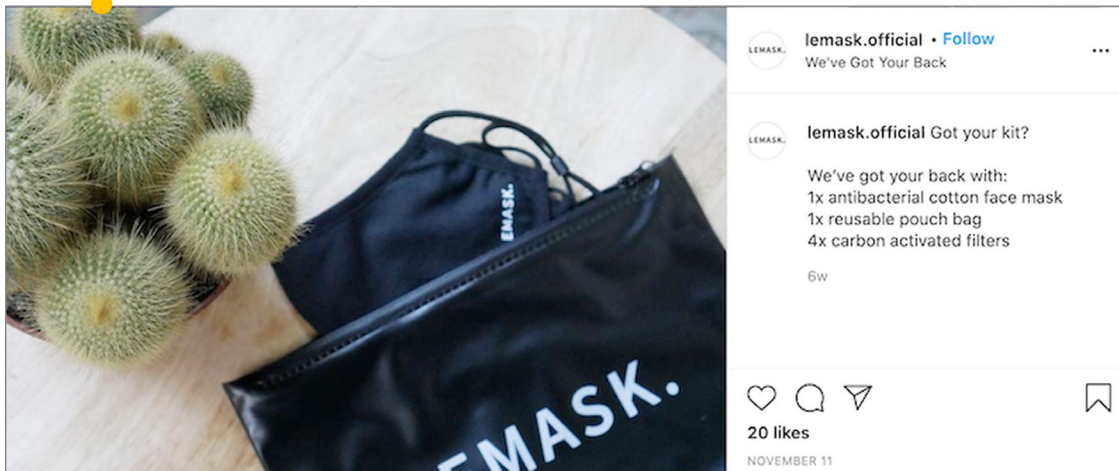
- Find out
- See why

The key here is not to be too ambiguous. And to actually deliver on your promise. Make the value or key takeaway clear, then invite your audience to actually get there with the help of your business.

Words and phrases that connect with your audience

Relating to clients on a personal level goes a long way in winning and [keeping their business](#). As we've stated elsewhere in this post, think about your target audience's problems, goals, challenges, and ideal situations. Describing these pain points and desires helps to demonstrate to your readers—in your website, [promotional emails](#), [landing page copy](#), and more—that you really know them, can empathize with them, and even be the answer to their problems. Try out these words and phrases as a starting point to this approach:

- Ever wish you could/Ever wish there was a...
- Finally, a ...
- At last...
- Are you tired of...
- We get it...
- Discover what it's like to...
- Look familiar?
- Experience a world free of...
- You deserve...
- We've got you/We've got your back

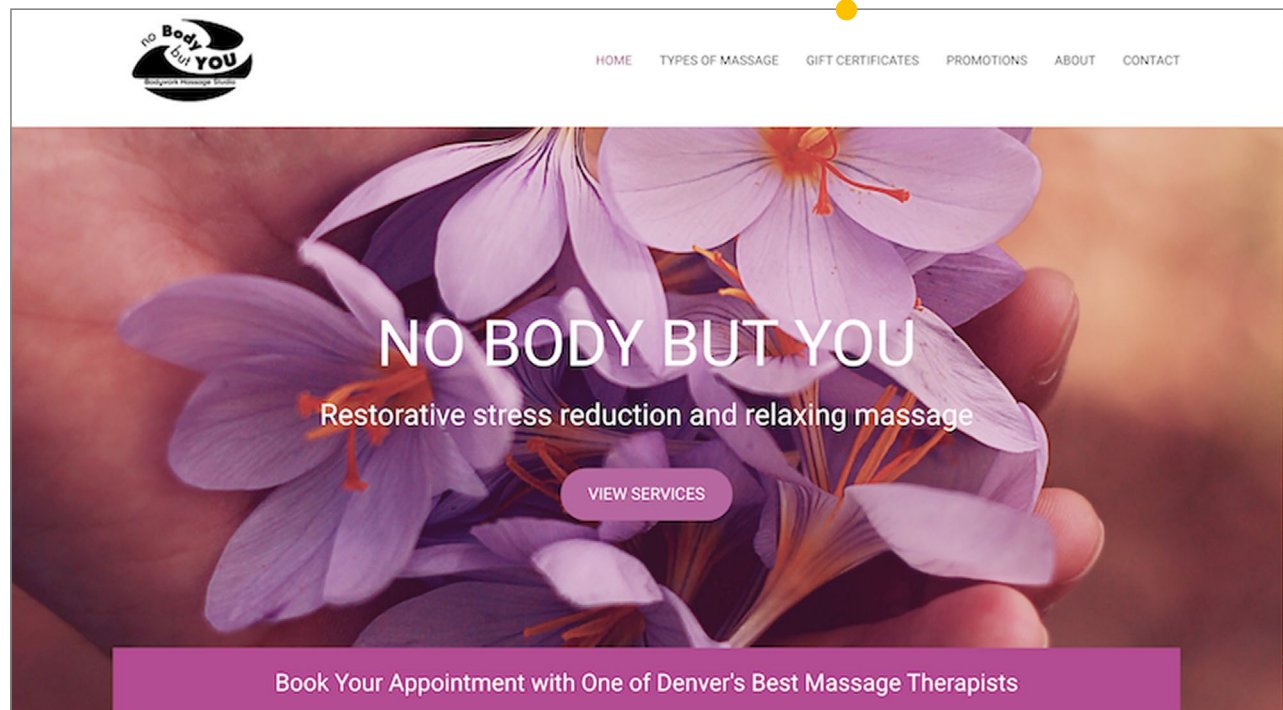


The underlying strategy with these words is the bridge after bridge strategy—the third of [five effective copywriting formulas we cover in this post](#). The idea is to identify your potential customers' pain points, then lead them down the imaginary road toward their new and improved self/situation made possible by your business. When people can visualize their better situation, the steps to get there become more appealing to them. To be clear, this is not a form of manipulation. It's effectively articulating the problem your business solves or the ultimate benefit it brings to its customers.

Words and phrases that communicate value

In addition to reducing uncertainty, it's important to give that extra boost of confidence that your product, service, or special deal is worth it. Quality will never stop being important to the consumer and addressing it in your marketing and [ad copy](#) is essential:

- Top/top notch
- Premium
- Best value
- Equivalent to
- New
- Safe
- Secure
- Efficient
- Quality
- Custom-built
- Only
- First
- Quickest
- One-of-a-kind
- Harness the power of
- Get the most out of your money
- [Location]'s best



Note that these are more broad statements of value to start with. Think about what is of most value to consumers within your [niche](#)—is it handmade? Eco-friendly? On-demand? Locally-sourced? The more specific, the better.

Words and phrases that convey authority

Using authoritative words does not automatically grant you authority—[writing quality content](#), [promoting your business across various channels](#), [building your reputation](#), and optimizing for Google’s ranking factors to [get on the first page of Google](#) helps with that as well. But if you are a stand-out business in your industry, niche, or community, try using words like these in your marketing content:

- Ultimate
- Top
- Best-in-class
- Premium
- Top-rated
- Expert-approved
- Cutting edge
- [Location]’s best
- [Location]’s only
- Leading
- [Location]’s #1
- Specialized
- Proprietary

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Words and phrases that imply growth or benefit

Getting tired of using the same words over and over again to convey the positive benefits your business will bring? Try some of these:

- Boost
- Improve
- Amplify
- Enhance
- Achieve
- Learn
- Reach
- Grow
- Prosper
- Fruitful
- Gain
- Reap the benefits
- Ramp up

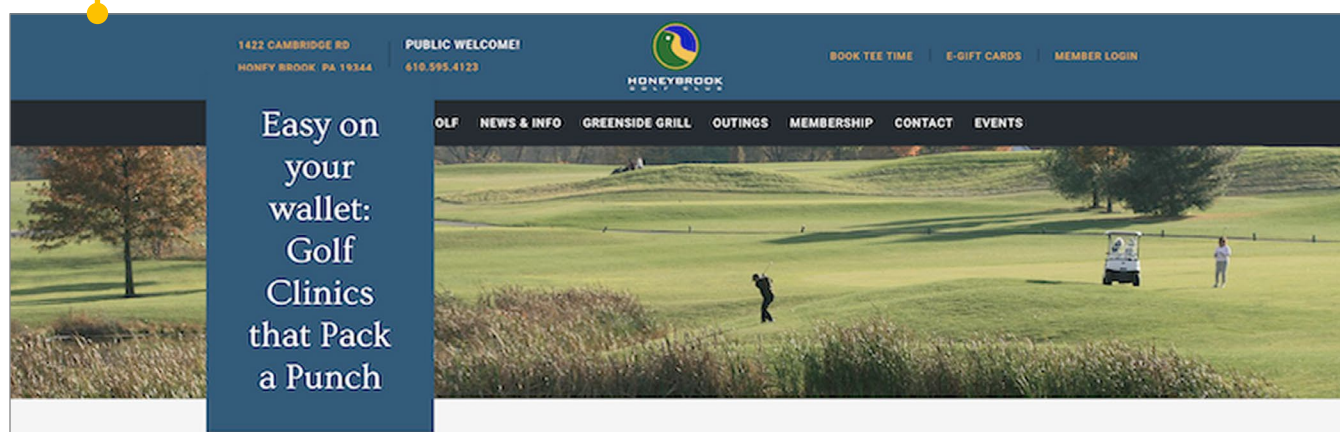
The image shows a Facebook advertisement for a podcast series. At the top, it says "Facebook for Business" with a verified badge and "Sponsored". Below that is the text "Hear what happens when small business owners and business leaders come together to talk shop." The main graphic is a green and dark blue design with the text "An original podcast series" followed by "BOOST MY BUSINESS" in large white letters. Below that, it says "with David Fischer". At the bottom of the graphic, there is a "LISTEN ON" button with icons for Apple Podcasts, Google Podcasts, and Spotify, and a "BOOST WITH FACEBOOK" logo. At the very bottom of the ad, it says "FB.COM Boost My Business Podcast" and a "Listen Now" button.

Words and phrases that convey savings

Price is a part of any consumer's decision-making process. Use these phrases to convey to your audience that they are getting a good deal:

- Save now
- Affordable
- Get your money's worth
- Without breaking the bank

- Easy on your wallet



- While staying within your budget
- Avoid unnecessary fees
- Earn rewards
- Collect

Conclusion

Language is powerful and using the right words will be the difference between marketing phrases that work and those that fall flat. Remember that a word or phrase that bodes well for one campaign doesn't necessarily mean it will work across the board. As always, be strategic and conduct A/B testing to confirm you're using these marketing phrases properly.



WordStream and LOCALiQ have teamed up to provide fully-managed solutions for your unique needs, whether you're a small business or marketing agency. Our consultants first nail down the key objectives of your business or clients, and then come up with a custom plan to optimize each stage of your marketing funnel. Our goal is to take care of your marketing so you can stay focused on what you love: running your business.



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Click below to get a free assessment and see what a custom solution would look like for your business.

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