

*"Words And Phrases The Sell To Help  
You Make More Profit..."*

# Words And Phrases That Sell

Hundreds Of The Best Words and  
Phrases To Use When Writing Sales  
Copy, Ads, Marketing, Emails, And  
More...

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## Phrases That Sell

Hi There!

Nice to see that you downloaded this. I put this together to give you a hand when you are writing pretty much anything, but especially sales and

marketing copy.

The following list of words that have been proven to help you sell and to keep peoples interest while reading.

A word of caution: These phrases are time tested and they work and now you can use them too! I am throwing several of my own in first that I use to great affect as well.

I will be updating them on a regular basis and If you have some phrases that you have found to work, please throw them my way and I will share them everyone else and give you copious attribution of course!

The best way to contact me is to go to [www.21to21.com/contact](http://www.21to21.com/contact)

Cheers,  
Andrew Anderson  
[www.21to21.com](http://www.21to21.com)

*PS* Rich Scheferen and other people have basically the same thing out there without my additions. And I might have gotten this originally from him but I don't remember. If I did, thanks Rich!

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## Phrases That Sell Version. 1.2

Last update - July 10, 2009

A 1) Imagine....

a) Holy Smokes Batman!

b) Can you believe this?

d) I see stupid people... :)

e) Has this ever happened to you?

f) I am not sure I want to share this with you...

g) Are you tired of all of the BS and junk that gets sent to you on a regular basis?

h) I hate spam more than you do!

i) Do you feel like you are the only one left with common sense?

j) Can you believe people fall for that?

k) The saying "you get what you pay for" is often (wrong, right)...

l) Don't you just hate it when...

m) Why would you listen to anyone that was not in the top 1% of their field?

n) If it works so well, why would they

not just be doing that (it, or for) themselves? Makes you wonder huh?.....

o) I have to admit I could not figure it out myself until recently and then it hit my like a ton of bricks. It was right in front of me the whole time!

p) OK, now here is exactly (what or how) I did (it)...

q) It is not your fault...

r) I know you are obviously smart because you are here reading this...

s) (How) Would you like to hear the absolute truth for a change?

t) Can you really get something worth \$xxxx for only \$xxxx?

1. A word of caution:
2. Add this to...
3. After all,
4. Again,
5. Also,
6. Although,
7. Am I right about you so far?
8. And best of all...
9. And don't forget
10. And get this...
11. And guess what?
12. And here's some great news for you:
13. And in addition to that . . .
14. And just think,

## Phrases That Sell Version. 1.2

Last update - July 10, 2009

15. And like I said:
16. And look at this:
17. And now you can...
18. And now,
19. And remember...
20. And that doesn't take into account...
21. And that's just the beginning...
22. And that's not all...
23. And that's why
24. And the result?
25. And this is just the tip of the iceberg.
26. And to prove it, here is...
27. And we don't stop there
28. And what if I could take...
29. And what's worse...
30. And what's more
31. And while we're at it,
32. And yet,
33. And you know what?
34. And,
35. And, believe it or not,
36. And, of course,
37. And, oh yes, let's not forget...
38. Another thing ...
39. Anyway,
40. Anyway,
41. Are we crazy?
42. As a result,
43. As I said,
44. As I say,
45. As if that's not enough
46. As it turns out
47. As well as...
48. As you may have noticed...
49. As you might guess,
50. As you probably know . . .
51. As you probably remember,
52. Aside from that, one thing's for sure
53. Astonishing, isn't it?
54. At that moment,
55. At this point,
56. Back to the purpose of this letter.
57. Back to what I was saying...
58. Bear with me, because I'm going to show you how...
59. Because, believe it or not,
60. Before we go any further, I want to set something straight...
61. Believe it or not,
62. Believe me,
63. Besides,
64. Best of all,
65. Better yet,
66. Bottom line is...
67. But
68. But before I jump into the details, let me say this...
69. But before I share that with you, I'd like to tell you
70. But before we go into that,
71. But better still...
72. But better yet...
73. But by then,
74. But don't get me wrong...
75. But don't take my word for it...
76. But don't worry...
77. But even if you were to...
78. But first
79. But first a warning:
80. But first a word of introduction...
81. But first, let me give you...
82. But guess what?
83. But here's the most important part...
84. But here's something interesting:
85. But here's the thing
86. But I have an even better idea.
87. But I must let you in on a secret...
88. But I'm getting way ahead of myself.
89. But I'm jumping ahead.
90. But it doesn't stop there, either.
91. But just keep reading.
92. But let me go back to the beginning to continue

the story...  
93. But let's suppose...  
94. But make no mistake about it...  
95. But more on that later...  
96. But now,  
97. But remember this.  
98. But that's just part of the story...  
99. But that's not all  
100. But that's not all... Far from it!  
101. But the bottom line is  
102. But the problem is...  
103. But there is an irony in all of this.  
104. But there is just one small catch...  
105. But there's a rub - and it's really ironic.  
106. But there's even more . . .  
107. But wait there's more,  
108. But wait, it didn't stop there...  
109. But wait, there's more  
110. But wait, You have seen NOTHING yet...  
111. But what if you could...  
112. But why  
113. But you know what else?  
114. But, here's a problem...  
115. But, I have to admit,  
116. But, I tell you what:  
117. But, that's not all.  
118. But, that's only half the story...  
119. But, there's one more thing:  
120. By now  
121. By now, you probably have some

### unanswered questions ...

122. By now, you're probably wondering...  
123. By the way,  
124. Can this be true?  
125. Can you imagine how great that feels?  
126. Check this out:

127. Consider this fact:  
128. Consider this:  
129. Could that be true?  
130. Despite what you may have heard...  
131. Do you follow me so far?  
132. Does this make sense to you?  
133. Don't forget...  
134. Don't worry...  
135. Don't get me wrong.  
136. Even better  
137. Even so,  
171. Here's a clue:  
172. Here's how easy it is...  
173. Here's more...  
174. Here's proof:  
175. Here's the deal:  
176. Here's the scary part:  
177. Here's the secret...  
178. Here's what else...  
179. Here's what this is all about:  
180. Here's why  
181. Here's your chance to...  
182. Here's why  
183. Here's how  
184. Here's something else.  
185. Here's something you probably don't know about...  
186. Here's the deal  
187. Here's the real kicker:  
188. Here's the real truth:  
189. Here's the story:  
190. Here's the thing:  
191. Here's what I mean  
192. Here's what this is all about  
193. Here's what to do now  
194. Here's why  
195. Here's why, Here's how . . .  
196. Hey,  
197. How  
198. How can that be?  
199. How can you beat that?  
200. How did I do it?

## Phrases That Sell Version. 1.2

Last update - July 10, 2009

201. How do I know?
202. How?
203. However,
204. However, don't take my word for it
205. However, that's not all
206. However, the problem is...
207. However, there's more
208. However, wait until you see
209. How's that possible?
210. I can't stress this enough...
211. I could go on and on...
212. I know, you're probably skeptical.  
Right?
213. I suppose you could...
214. I'd like to tell you more about...
215. I'll bet you can guess what happened  
next.
216. I'll tell you how.
217. I'm sorry, but...
218. I'm telling you,
219. If you think it's nothing, think again...
220. I'm not kidding...
221. Impossible?
222. In a minute, I'll tell you how you can...
223. In a nutshell,
224. In addition to that,
225. In addition,
226. In any case,
227. In any event,
228. In essence,
229. In fact
230. In fact,
231. In my experience,
232. In short,
233. In sum,
234. In truth,
235. Indeed,...
236. It all comes down to this...
237. It turns out
238. It's simple:
239. It's true
240. Just as a quick refresher,
241. Just for the record,
242. Just imagine...
243. Just let this sink in for a minute...
244. Just think about it:
245. Know this:
246. last but not least,
247. Let me ask you this question...
248. Let me be a bit more specific...
249. Let me explain
250. Let me explain what I mean.
251. Let me explain...
252. Let me give you a bit of an idea of...
253. Let me just quickly recap...
254. Let me prove IT to you
255. Let me repeat,
256. Let me share a secret with you.
257. Let me show you exactly how this  
works:
258. Let me show you how . .
259. Let me show you how dead serious I  
am...
260. Let me switch gears here for a  
moment.
261. Let's assume, you...
262. Let's face it...
263. Let's take a closer look:
264. Let's take a look:
265. Let's face it
266. Let's take that a step further.
267. Likewise,
268. Listen:
269. Listen,
270. Listen my friend,
271. Listen up
272. Listen up:
273. Listen, I'm not kidding around...
274. Listen, there's more. Lots more.
275. Look at it this way...
276. Look at my next tip.
277. Look no further.
278. Look,
279. Look:
280. Make no mistake,
281. Make no mistake:

282. Meanwhile,
283. More about that later. For now,...
284. More details in a moment. But first...
285. More important
286. More important than that...
287. More on that in a moment - but first, let me show you...
288. Moreover,
289. Most important of all,
290. Most importantly
291. My point is:
292. My strong hunch is...
293. Needless to say,
294. Nevertheless
295. No doubt about it
296. No wonder
297. Not many know it but,
298. Not only that,
299. Now consider what happens....
300. Now get this:
301. Now let's suppose
302. Now listen up:
303. Now wait.
304. Now, at this point,
305. Now, before I go on,
306. Now, don't get the wrong idea
307. Now, here's the next step:
308. Now, listen to this very carefully:
309. Now, of course,
310. Now, pay attention.
311. Now, tell me...
312. Now, you're probably wondering...
313. Now—here is all you do.
314. Oddly enough,
315. Of course
316. Of course,
317. Oh Wait! I almost forgot!
318. oh yeah, one more thing
319. OK, I know what you're thinking...
320. OK, I'm nearly done, but...
321. OK, let me repeat that...
322. OK. You might be asking...
323. Okay, now let's get down to business:
324. Okay,
325. On the other hand,
326. One important caveat:
327. One more important point:
328. One more thing,
329. One thing I want to stress is
330. Or, if you prefer...
331. Please remember this
332. Please understand,
333. Plus,
334. Quite simply,
335. Reality is...
336. Remember -
337. Remember,
338. Remember:
339. Right off the bat,
340. Sadly,
341. Second,...
342. See for yourself...
343. Seriously
344. Seriously, put some thought into this...
345. Simply stated
346. So hang on while I explain...
347. So instead of wishful thinking...
348. So it adds up to this:
349. So let me ask you...
350. So let me summarize and review...
351. So let's begin.
352. So remember, . . .
353. So that's why...
354. So what do you think?
355. So what does all this mean?
356. So why am I writing to you?
357. So you'll be glad to know . .
358. So, again,
359. So, here's what else is in store for you...
360. So, what's the answer?
361. Some specifics:
362. Something else I want to say:
363. Sound at all familiar? Take a look...

- 364. Stated a little differently - ...
- 365. stated more simply
- 366. Still another benefit:
- 367. Still not convinced?
- 368. Suppose...
- 369. Surprisingly enough,...
- 370. Take a look:
- 371. That means,
- 372. That means...
- 373. That's right,
- 374. That's why...
- 375. That's just the tip of the iceberg
- 376. That's not all
- 377. That's when it hit me...
- 378. The best part is that...
- 379. The bottom line is...
- 380. The bottom-line:
- 381. The fact is...
- 382. The final facts:
- 383. The first reason is,
- 384. The key to...
- 385. The only real question to ask yourself is this.
- 386. The point is...
- 387. The reason being...
- 388. The result?
- 389. The result? That's where \_\_\_\_\_ fits in.
- 390. The secret to...
- 391. the simple truth is,
- 392. The solution...
- 393. The trick is...
- 394. The truth is,
- 395. Then again
- 396. Then he dropped the bombshell.
- 397. Then it hit me...
- 398. There's just one more thing.
- 399. Therefore,
- 400. These are just a few
- 401. Think about it...
- 402. Think about this:
- 403. Think about what this means:
- 404. Think I'm exaggerating?
- 405. Think of it like this:
- 406. This example is going to surprise you.
- 407. This is not just my opinion.
- 408. This is really cool...
- 409. Thus...
- 410. To begin with,
- 411. To cut short my long story,...
- 412. To make a point
- 413. To make matters worse,...
- 414. To top it off...
- 415. Treat yourself
- 416. Trouble is,...
- 417. Truth be told,
- 418. Truthfully,
- 419. until now
- 420. Until recently,
- 421. Up until now,
- 422. Vitally important last and final point:
- 423. Wait, there's more...
- 424. Want proof?
- 425. Want to see how it works right now?
- 426. Well, as a matter of fact,
- 427. Well, believe it or not,
- 428. Well, this time,
- 429. What
- 430. What about you?
- 431. What does all this mean to you?
- 432. What does this mean for you?
- 433. What I have decided is,
- 434. What I'm talking about is...
- 435. What it means is this:
- 436. What makes this so special?
- 437. What this all boils down to is..
- 438. What this means is...
- 439. What's all this worth to you?
- 440. What's more,
- 441. What's the catch?
- 442. What's more
- 443. What's more important
- 444. What's this got to do with you?
- 445. When you first . . .
- 446. Which is why I'm writing to you...
- 447. Why am I doing this?

- 448. Why do I say this?
- 449. Why I am writing to you.
- 450. Why?
- 451. Will it work for you? Maybe, and maybe not.
- 452. With that in mind, here's...
- 453. With that said,...
- 454. Within the next few days . .
- 455. Worst of all...
- 456. Yes, it's true!
- 457. Yes, you read that right...
- 458. Yes,...
- 459. You know
- 460. You know what?
- 461. You know,
- 462. You may wonder why . .
- 463. You see
- 464. You see,
- 465. You start by...
- 466. You'll be glad to know that
- 467. You're going to love this...
- A few extras....
- 468. And that's just for starters...
- 469. We're not through yet...
- 470. It gets even better...
- 471. Do you understand what this means?
- 472. You think I'm lying, don't you?