

## 7 Phrases for Stronger and Smoother Copy

1

### “The Answer May Surprise You...”

Use this one after asking a question in your copy.

**Example:** “Which works better online - long or short copy? The answer may surprise you.”

2

### “Hint: It’s Not The One You think.”

Heightens the reader’s curiosity in response to a bullet or teaser.

**Example:** “The one Internet stock you must own now. Hint: It’s not the one you think.”

3

### “Can You Name Them All?”

Challenges the reader’s knowledge.

**Example:** “The five most common mainframe network problems. Can you name them all?”

4

### “After That, It’s Too Late.”

Dramatizes the finality of a deadline.

**Example:** “This offer expires December 15. After that, it’s too late.”

5

### “Ignore Them At Your Peril.”

Makes information presented in copy seem important.

**Example:** “The seven essential rules of website design. Ignore them at your peril.”

6

### “But Wait There’s More!”

A transitional phrase used to end one section of body copy before beginning with the next.

7

### “As Incredible As That Sounds...”

Used to acknowledge the reader’s skepticism and by doing so defuse it.

**Example:** “This \$2 stock could climb to \$100 a share - as incredible as that sounds.”

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