



Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas

Edward Werz, Sally Germain

Download now

[Click here](#) if your download doesn't start automatically

Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas

Edward Werz, Sally Germain

Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas Edward Werz, Sally Germain

"An excellent 'ready reference' both for copywriters and for those entering the field." -- Robert Goldsborough, Special Projects Director *Advertising Age* "Holy smoke! This is amazing! A thesaurus for advertising copywriters. Where has it been all my life?" -- Denny Hatch, Editor *Target Marketing* Six seconds. That's all you have to grab your prospect's attention and make a sale. Use the right phrase or slogan, however, and you've made your sale. Use the wrong one, and you've lost your opportunity . . . maybe forever. Choosing the right phrase or slogan is vital to your success. And so is *Phrases That Sell*. It's the ultimate resource for anyone needing hands-on, instant access to the key phrases, slogans, and attention grabbers that will gain more attention and sell more product. Organized by category . . . indexed and cross-referenced for ease of use . . . loaded with expert advice on how to write copy that sells, *Phrases That Sell* covers everything, including those hard-to-describe product and service qualities and those product/service attributes that are subtle or abstract. It has 143 selling phrases to describe service, 153 for fun, 341 covering style and design, 180 phrases related to price, and much more! In this book you'll find:

- 5,000+ sales phrases for consumer and business-to-business products and services
- a copywriter's primer called "10 Basic Rules of Copywriting," with insider's tips on usage
- a special section on the seven steps to writing winning slogans
- Expert advice on how to target your message to specific audiences

Whether you sell products, ideas, or services . . . whether you are a novice or an old pro . . . this creative toolbox will give you fresh ideas, new perspectives, and renewed confidence. *With Phrases That Sell* at your side you'll be able to enthusiastically tackle the most challenging copywriting tasks and eliminate that dreaded "writer's block."

 [Download Phrases That Sell : The Ultimate Phrase Finder to ...pdf](#)

 [Read Online Phrases That Sell : The Ultimate Phrase Finder t ...pdf](#)

Download and Read Free Online Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas Edward Werz, Sally Germain

From reader reviews:

Elias Rosser:

The particular book Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas will bring someone to the new experience of reading a book. The author style to spell out the idea is very unique. In case you try to find new book to learn, this book very suited to you. The book Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas is much recommended to you to see. You can also get the e-book in the official web site, so you can more easily to read the book.

Theresa Wilkins:

The e-book with title Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas has lot of information that you can discover it. You can get a lot of profit after read this book. This specific book exist new understanding the information that exist in this e-book represented the condition of the world currently. That is important to yo7u to know how the improvement of the world. This book will bring you throughout new era of the glowbal growth. You can read the e-book in your smart phone, so you can read the item anywhere you want.

Heather Reader:

Do you have something that you want such as book? The e-book lovers usually prefer to select book like comic, small story and the biggest you are novel. Now, why not trying Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas that give your fun preference will be satisfied simply by reading this book. Reading behavior all over the world can be said as the way for people to know world better then how they react to the world. It can't be said constantly that reading addiction only for the geeky man or woman but for all of you who wants to end up being success person. So , for every you who want to start reading through as your good habit, you could pick Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas become your own personal starter.

Daniel Nelson:

On this era which is the greater particular person or who has ability in doing something more are more valuable than other. Do you want to become one of it? It is just simple strategy to have that. What you must do is just spending your time not very much but quite enough to get a look at some books. One of the books in the top record in your reading list will be Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas. This book that is certainly qualified as The Hungry Hillside can get you closer in growing to be precious person. By looking upwards and review this reserve you can get many advantages.

**Download and Read Online Phrases That Sell : The Ultimate Phrase
Finder to Help You Promote Your Products, Services, and Ideas
Edward Werz, Sally Germain #DNCL5RQGT7P**

Read Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain for online ebook

Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain books to read online.

Online Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain ebook PDF download

Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain Doc

Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain Mobipocket

Phrases That Sell : The Ultimate Phrase Finder to Help You Promote Your Products, Services, and Ideas by Edward Werz, Sally Germain EPub