

Persuasive Language in Advertising

We'll find a way!

Every single time...

World-class!

Other Words

Trusted by over...

Why choose us?

We deliver on our promise of...

Emotive Language to Build Confidence in Customers

achieve

available

compassionate

discount

Become the ____ you've always wanted to be.

belong

clarity

every step

From start to finish

doubt no longer

fear not

Got you covered

eliminate the guesswork

guide

Got your back

Free offer

master

In good hands

Informed decisions

Move the needle

Meet you where you are

On sale

Own your ____

secure

No matter where you're at

Rest assured

surefooted

Results you want

Say goodbye to

tackle

sound decisions

Together we can

take charge of

The support you need

take control

Tips we swear by

Under our wing

Uncover the ability you didn't know you had

Walk you through

We'll find a way

You're not alone

You hold the power

Emotional Language to Build Curiosity in Customers

bonus

change your mind

discover

eye-opening

find out/find out why

hidden/hidden gems

brilliant

dramatic

fascinating

confessions of a

confidential

different

choose your own adventure

favourite

game-changing

Emotional Language to Build Fear in Customers

alone

befall

are you ready/prepared/equipped?

avoid

caution

beware

before it's too late

cost you

danger

fail

decline

fall victim too

fooled

drop

hurting

helpless

jeopardise

lose

miss

killing

loss