

Most Persuasive Words Used In Advertising

The all-time advertising legend, David Ogilvy, lists in his book, "Confessions of An Advertising Man," the most persuasive words that work wonders:

suddenly
now
announcing
introducing
improvement
amazing
sensational
remarkable
revolutionary
startling

miracle
magic
offer
quick
easy
wanted
challenge
compare
bargain
hurry

Persuasive Words Used In Advertising Likely to Catch The Attention of Children And Encourage Consumption

free
new
suddenly
now
announcing
introducing
sensational

remarkable
revolutionary
startling
miracle
magic
improvement
amazing

offer
quick
easy
wanted
challenge
compare
bargain

hurry
advice to
the truth about
last chance
it's here
just arrived
important development