



Twenty High Converting Words

("The Father of Advertising," David Ogilvy)

BE CAREFUL... BE HONEST

1. Hurry
2. Offer
3. Sensational
4. Easy
5. Now
6. Magic
7. Miracle
8. Compare
9. Amazing
10. Announcing
11. Introducing
12. Wanted
13. Starting
14. Bargain
15. Remarkable
16. Improvement
17. Quick
18. Suddenly
19. Challenge
20. Revolutionary

Revised 1/13/20