

## CUSTOMER PILLARS

### Words that connect with customers (the top 25)

announcing, benefit / benefits, better, comprehensive, custom, easy / easier, free / free trial, introducing, limited time, professional, proven, quality, quickly, risk free, sample, satisfaction, save / savings, serve / service, simple / simplified, superior, tested, ultimate, value, win / winning, you / your

### Words that connect with customers (225 more)

absolute / absolutely, advantage, advice, affordable, aggressive / aggressively, amazing, ambitious, astonishing, at last, attractive, authentic, awesome, bargain, beautiful, breakthrough, can I ask a favor, capable, care about, cash, challenge / challenging, chock full, choice, client, colorful, colossal, compare, competitive, complete, concern / concerned, confidential, conservative, convenience, count on us, cram-packed, customer, definite, delight / delighted / delightful, delivered, desire, desperate, determined, direct, discount, discover, driving, ecstatic, effective / effectively, efficient / efficiency, emerging, endorsed / endorsement, energy, enhanced, enormous, enthusiastically, envision, established, excellence / excellent, exciting, exclusive, experience / experienced, expert / expertise, extensive, fact, fantastic, fascinating, fast, first, focus, formula, fortunate, fortune, frustrated / frustration, genuine, gigantic, good, great / greatest, grow / growth, guarantee, health, help / helpful, high tech, highest, highly desirable, honest / honestly, how to, huge, hurry, if, then, imagine, immediately, important, improved, income stream, incredible / incredibly, inexpensive, informative / information, ingenious, innovative / innovation, insider, inspiring, instructions, integrity, intelligent, interesting, just arrived, just in time, key, knowledgeable, largest, last chance, last minute, lasting, latest, launching, lavish, liberal, lifetime, love, lowest, luxurious, magic, maximum, miracle, money, monumental, more than, never sacrifice, new, newly released, no compromise, no questions asked, notable, noted, now, opportunities, outstanding, partnership, passionate, patented, paying too much, personalized, pertinent, phenomenal, pioneer, popular, positively, potential, powerful, practical, prestigious, proficiency, profitability, profits, prominent, promise, promising, proprietary, reasonable, reduced, refund, reliable, remarkable, renowned, reputation, return on investment, revealing, revolutionary, reward, sale, salient, secrets, select, sensational, serious / seriously, shocking truth, significant, sizable, skill, solution, special, specialize, spectacular, start now, strategic / strategies, stress / stressful, strong, substantial, successful, super, sure fire, surprise, take control, terrific, testimony / testimonial, thorough, time sensitive, timely, tired of, today, track record, tremendous, trial, truth, unconditional, unique, unlimited, unlock, unparalleled, unsurpassed, unusual, urgent, useful, valuable, visualize, vitality, want / wanted, want good things, warranty, wealth, window of opportunity, wonderful, world famous, worry / worried, yes