

The 108 Most Persuasive Words In The English Language

According to legendary advertising man, Leo Burnett, “Dull and exaggerated ad copy is due to the excess use of adjectives.” To prove it, he asked his staff to compare the number of adjectives in 62 ads that failed to the number of adjectives in Lincoln’s *Gettysburg Address*, and other age-old classics.

Here’s what he discovered:

Of the 12,758 words in the 62 failed ads, 24.1% were adjectives. By direct comparison, Lincoln’s *Gettysburg Address* contains only 35 adjectives out of 268 immortal words – only 13.1% adjective-to-total-word ratio. Winston Churchill’s famous “*Blood, Sweat and Tears*” speech rates even lower and has a 12.1% adjective ratio (81 adjectives from 667 words).

Mr. Burnett found that similar ratios applied to great works such as *The Lord’s Prayer*, the *Ten Commandments* and the *Preamble to the U.S. Constitution*. **Conclusion: Use more verbs, not adjectives.** Verbs increase the pulling-power and believability of ad copy.

That’s why it makes sense to keep this **108-VERB “CHEAT-SHEET** close-by whenever you begin to draft your next space ad, sales letter, Website, or email campaign.

Abolish	Define	Implement	Refresh
Accelerate	Defuse	Improve	Replace
Achieve	Deliver	Increase	Resist
Act	Deploy	Innovate	Respond
Adopt	Design	Inspire	Retain
Align	Develop	Intensify	Save
Anticipate	Diagnose	Lead	Scan
Apply	Discover	Learn	Segment
Assess	Drive	Leverage	Shatter
Avoid	Eliminate	Manage	Shave-off
Boost	Ensure	Master	Sidestep
Break	Establish	Maximize	Simplify
Bridge	Evaluate	Measure	Solve
Build	Exploit	Mobilize	Stimulate
Burn	Explore	Motivate	Stop
Capture	Filter	Overcome	Stretch
Change	Finalize	Penetrate	Succeed
Choose	Find	Persuade	Supplement
Clarify	Focus	Plan	Take
Comprehend	Foresee	Position	Train
Confront	Gain	Prepare	Transfer
Connect	Gather	Prevent	Transform
Conquer	Generate	Profit	Understand
Convert	Grasp	Raise	Unleash
Create	Identify	Realize	Use
Cross	Ignite	Reconsider	Whittle-down
Decide	Illuminate	Reduce	Win