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Trigger Words

There are certain words that you use with your audience that are going to stick out in their mind. These are called trigger words.

Trigger words will get your audience to take action. They make people stop and decide that they're going to read what you have to say. They spark an emotion, and they get people to think. They make your ads stand out from the other ads.

Here are some examples of trigger words.

How To

This is a very good one. When you don't know how to write an ad, or when all else fails, you can start with how to. Examples:

"How to write an ad that gives people desire."

"How to write an ad that floods your bank account with money."

"How to write an ad that will have people calling you day in and day out."

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"How to write an ad that'll sell your car faster than anyone on the planet."

See how we can use something like a "how to" ad to stop people dead in their tracks?

Truth

The truth about this. The truth about that. Examples:

"The truth about diets and weight loss."

"The truth about arm pain."

"The truth about making money online."

"The truth about divorce."

Hidden

Hidden is a good one, too. Examples:

"Hidden secrets of advertising executives."

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"Hidden secret a 30-year-old woman used to lose 90 pounds after having a baby."

"The hidden secrets the mortgage companies don't want you to find out."

Notice how the last one is more emotionally charged than, "I'm going to save you $50 on your mortgage."

Secrets

Examples:

"Secrets that the top lawyers don't want you to know about."

"Secrets of losing weight."

"The secret of how to write an effective ad."

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New

New is a good one. It makes people think, "What am I missing?" Fear of missing out, they call it FOMO. Fear of missing out is huge. Example:

"New method makes $150 a day on autopilot and it only took 20 minutes to set up."

If I said this to get you guys to come to a live training, you'd be like, "Woah, Marcus has something new? Crazy.

Let's check that out. Let's see what's going on." You would respond to it. You wouldn't want to miss out.

Experts

You see this in TV advertising all the time. Examples:

"Nine out of ten experts say that this works best. "

"All the experts are wrong."

"What the experts are hiding from you about how to really lose weight."

"The experts are deliberately keeping this from you, and it keeps you fat."

Facts

Examples:

"Unknown facts that will help you do X."

"The fact that stops you from losing weight."

"The number one fact that keeps you from X."

Breaking

Examples:

"Breaking! New method reveals how to make more in a shorter time."

"Breaking new law teaches you…"

"Breaking new law saves seniors thousands on healthcare."

Revealed

Examples:

"Revealed, the best way to lose weight."

"Revealed, the best way to invest in your retirement."

"Revealed, the top tricks the tax guys know to save you money."

Hate

I don't personally like this word, but it does stop people in their tracks. Examples:

"Rich people will hate this new law."

"Poor people will hate what is happening here."

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"If you hate this, then you'll like this."

"Do you hate this?"

"Top things single parents hate."

"Top things kids hate to eat."

Consider an ad that says, "Top five things you can do to make a woman love you."

Then, think about this.

"Does every woman hate you? … This is why."

Nine times out of ten, people are going to click that over the other one.

Announcing

Announcing is a very good one as well. Examples:

"Announcing the newest way to make a living."

"Get this, announcing a better way to retire."

"Announcing the top 50 states you can retire in."

Breakthrough

Examples:

"Breakthrough: new method that stops acne cold."

"Breakthrough new method that will help you lose weight."

"Breakthrough new method that'll help you write better ads."

"Breakthrough new method that'll do this, this, and this."

Amazing

This is a powerful word. Examples:

"Amazing new results for people who want to lose weight."

"Amazing new results for people want to save money."

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"Amazing new results for people who want to pay their credit cards off."

Life

Examples:

"This could change your life."

"Do you need to change your life"

"How to stop hating your life."

"How to start loving your life."

Protect

Examples:

"Nothing is more important to a parent than protecting X."

"You want to protect your investment."

"You want to protect your kids."

"You want to protect your livelihood."

"How can you protect this?"

"How can you protect that?"

Yes

I use this as a headline starter a lot. Examples:

"Yes, you can learn to write ads and make a living online."

"Yes, you can lose 30 pounds in two months."

"Yes, you can fit into that bathing suit next month."

Free

This one everyone knows about. It's overused and abused, but it still works. And you want to charge it with a feeling. Examples:

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"Free report reveals X."

"Free report reveals how to make ads that will flood your bank account with money, get you more customers, and keep you rich for life."

With these words, as we've said, you're trying to think of how to stop people in their tracks. This is known as a pattern interrupt.

People are passively reading stuff on the internet. If someone's passively reading stuff about a certain topic, how do you get them to stop? How do you interrupt their pattern? How do you interrupt their thinking?

You use these words to stop them and say, "Hey, you need to read this. If you don't read this, see what's going to happen. This little thing will change your life."

And when we talk about these words, we have to tread a thin line between good ads and clickbait. A lot of people say that a good ad equals clickbait. No. A good ad is a good ad.

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Clickbait is not a good ad. Clickbait is when you don't deliver on a promise.

So if I have an ad that says, "Secrets to making $150 a day," and I take people to a site that says, "Buy this thing," that doesn't really deliver on the ad. I need to tell people the secrets I was talking about.

Now, when I get into it, I do want to tell them the secrets in a way that gets them to buy what I want them to buy. But that's not the same thing as clickbait.

These words have power. They have power because people make them have power.

A lot of these words have power because advertisers make them have power. That's pretty crazy when you think about it. Advertisers literally hijack the brain and make people think differently.

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