



Make Your Own Two Cents Worth Twenty Dollars

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One of the major problems fitness professionals face

in getting new clients and retaining old ones, is the lack of knowledge about using the written word to SELL. Due to the loss of facial expression, timbre, and all of the other human elements that bring sentences to life, a lot can be lost in translation from spoken word to text. I am reminded of an old episode of Saturday Night Live where the only word one character said was "dude."

Depending on inflection and body language, he was able to change the meaning of the word to fit dozens of different situations. One word was used to answer questions, draw up desire, and provoke interest, curiosity, and excitement.

I am willing to place a strong bet, that the script for that skit would make absolutely no sense to most of us. It would be hard to figure out the emotion of each instance of the word. You see, one of the bad, and good things with the written word is that the reader has



to subconsciously conjure up the emotion for each word.

If there is nothing to direct the reader, your message can get lost and even misconstrued. There are a countless number of environmental influences that could completely change the mental path the reader undertakes.

WHAT'S THE SECRET KEY TO BECOMING KNOWN AS THE EXPERT IN YOUR FIELD.

WRITE ARTICLES THAT PROVIDE YOUR PROSPECTS WITH FREE SOLID GOLD INFORMATION, THEREBY ESTABLISHING YOU AS THE EXPERT OF CHOICE.

Your job is to use control words to guide the mind

of the reader. By using words with strong emotional and psychological impact in combination with directional words, you can provoke the exact imagery you desire and guide the readers mind. In essence, you provide the reader with the facial expression, timbre, and all of those other human elements via written word to help

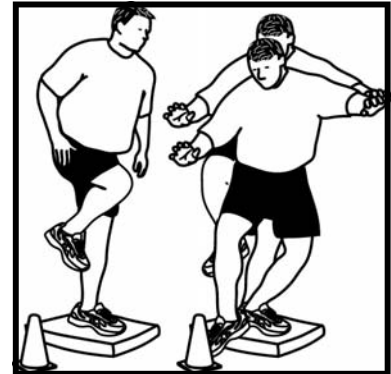


evoke that ultimate sale.

It pays to be a bit of a word smith, but it's not a necessity. Within this article I have provided you with a list of hundreds of control and directional words. Additionally I have included a list of combinations of control and directional words. You can cut and paste as is, or jumble them up to make you very own priceless phrases.

Control and Directional Words

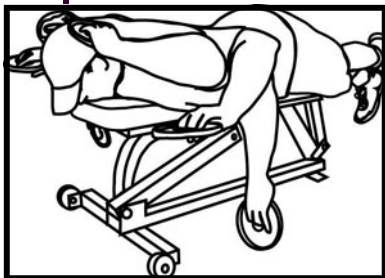
A-#1	Analyze	Awesome	Certified
Absolutely	Annihilate	Bargain	Chair
Accelerate	Apply	Beautiful	Challenge
Accomplish	Approach	Benefits	Champion
Accurate	Approve	Better	Clarify
Achieve	Approved	Big	Clinch
Act	Arrange	Bold	Collaborate
Adapt	Assemble	Bonanza	Colorful
Administer	Assess	Bonus	Colossal
Advantage	Assign	Brilliant	Commanding
Advertise	Assist	Budget	Communicate
Advice	Astonishing	Build	Compare
Aggressive	Attain	Bull's eye	Compelling
Aid	Attractive	Calculate	Compile
All-star	Authentic	Capture	Complete
Already	Authority	Catalogue	Conceive
Amazing	Award	Celebrate	Conciliate



Conduct	Daring	Devise	Enchanting
Confidential	Dazzling	Direct	Encourage
Consult	Decide	Discount	Endless
Contract	Dedicated	Distinct	Endorsed
Control	Define	Distinguished	Enlarge
Convenient	Delegate	Distribute	Enlist
Cooperate	Delight	Dominant	Enormous
Coordinate	Delivered	Draft	Essential
Correct	Demonstrate	Dynamic	Establish
Counsel	Dependable	Easily	Estimate
Crammed	Design	Edit	Evaluate
Create	Detail	Effective	Everlasting
Creative	Determine	Electrify	Examine
Custom	Develop	Employ	Exceed

Top 134 Sellers

1. Accelerate
2. Accomplish
3. Accurate
4. Achieve
5. Advantage
6. Aggressive
7. All-star
8. Amazing
9. Annihilate
10. Approved
11. Astonishing
12. Authority
13. Awesome
14. Benefits
15. Bonus
16. Challenge
17. Champion
18. Complete
19. Control
20. Create
21. Creative
22. Custom
23. Delivered
24. Detail
25. Develop
26. Dominant
27. Dynamic



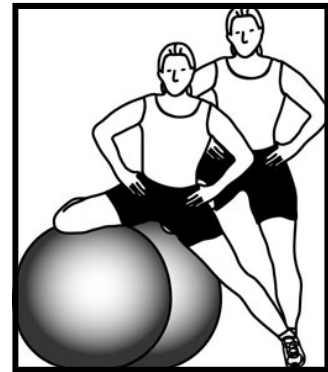
Excellent	Facilitate	Full	Highest
Exceptional	Fame	Gallant	Hire
Exchange	Familiarize	Gargantuan	Honor
Exciting	Famous	Generate	Hot
Exclusive	Fantastic	Genuine	Huge
Execute	Fascinating	Gift	Hurry
Exhibit	Favorable	Gigantic	Hypnotize
Expand	Fierce	Golden	Ideal
Expedite	Flexible	Govern	Identify
Experienced	Foolproof	Grand	Immaculate
Expert	Forecast	Greatest	Immediately
Exquisite	Foremost	Guaranteed	Immense
Extensive	Formulate	Guide	Implement
Extra	Fortune	Handle	Impressive
Extraordinary	Free	Head	Improve
Extravagant	Fresh	Helpful	Improved

Increase
Incredible
Indescribable
Index
Influence
Inform
Informative
Ingenious
Initiate
Innovate
Innovative
Inspect
Install
Institute
Instruct
Instructive

Integrate
Intense
Interesting
Interpret
Interview
Introduce
Introducing
Invent
Investigate
Invincible
Knockout
Largest
Latest
Lavish
Lead
Leading

Legendary
Limitless
Magic
Magnificent
Magnify
Maintain
Manage
Manipulate
Market
Massive
Master
Matchless
Maximum
Mediate
Merit
Mighty

Miracle
Moderate
Modify
Monitor
Motivate
Negotiate
New
Noble
Nonstop
Noted
Obtain
Odd
Operate
Order
Organize
Originate



Top 134 Sellers

- 28. Effective
- 29. Easily
- 30. Enormous
- 31. Essential
- 32. Establish
- 33. Exceed
- 34. Excellent
- 35. Exceptional
- 36. Exclusive
- 37. Expert
- 38. Experienced
- 39. Extensive
- 40. Extra
- 41. Extraordinary
- 42. Fierce
- 43. Foolproof
- 44. Free
- 45. Generate
- 46. Guaranteed
- 47. Guide
- 48. Highest
- 49. Immediately
- 50. Immense
- 51. Implement
- 52. Impressive
- 53. Improve
- 54. Improved

Outperforms
Outstanding
Overpower
Oversee
Overwhelm
Perceive
Perfect
Perfected
Perform
Perks
Personalized
Persuade
Phenomenal
Pioneer

Plan
Popular
Potent
Powerful
Practical
Precise
Preferred
Premier
Prepare
Present
Preside
Prime
Prized
Pro

Process
Produce
Professional
Profit
Profitable
Program
Prominent
Promote
Propose
Prosper
Proven
Provide
Publicize
Publish

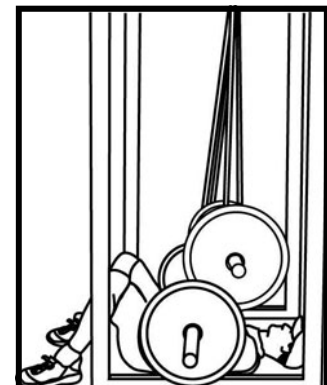
Qualify
Quality
Quickly
Radiant
Raise
Rare
Rebirth
Recommend
Recommended
Reconcile
Record
Recruit
Rectify
Redesign

Reduce
Reduced
Refundable
Regulate
Relate
Reliable
Remarkable
Renew
Reorganize
Report
Represent
Research
Reserved
Resolve
Revealing
Review
Revise

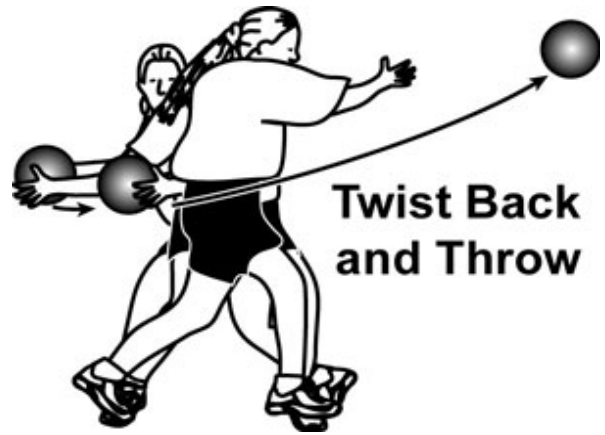
Revolutionary
Rush
Safeguard
Scan
Scarce
Schedule
Scorecard
Screen
Seasoned
Secrets
Secure
Security
Select
Selected
Selective
Sell
Sensational

Serve
Settle
Simplified
Sizable
Sizzler
Sizzling
Skilled
Skyrocket
Snatch
Solid
Solution
Solve
Sound
Sparkle
Speak
Special
Specialist

Spectacular
Spirit
Splendid
Stability
Staff
Standardize
Startling
Stimulate
Strange
Strong
Sturdy
Substantial
Success
Successful
Summarize
Superior
Superstar



Supervise	Train	Upgrade
Support	Transmit	Urgent
Supreme	Tremendous	Useful
Surprise	Turbocharged	Valuable
Survey	Unbeatable	Veteran
Synthesize	Uncommon	Weird
Systematize	Unconditional	Whopper
Tailored	Unearth	Wonderful
Tantalize	Unique	Wondrous
Teach	Unlimited	
Tempting	Unlock	
Terrific	Unmatched	
Tested	Unparalleled	
Timeless	Unprecedented	
Tips	Unreserved	
Tireless	Unsurpassed	
Trailblazer	Unusual	

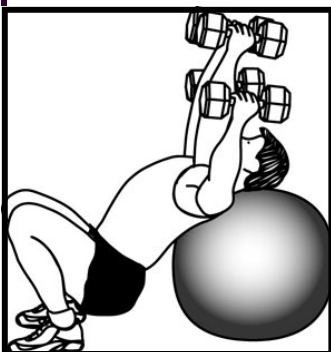


Combinational Phrases

1st place every time	Act now	America's favorite	Become a financial expert
2 products in 1	Add more muscle	App after app	Become a free agent
2nd to none	Advance to paradise	Application tool kit	Become the boss
A grand slam opportunity	Advance to the top	Ask for your free gift	Begin a new life
A masterpiece	Advanced commissions	Authentic	Best ever
A real gem	Advanced features	Autographed	Best in its class
A sampling of features	Agent friendly	Automate your sales	Best value
A star is born	Agent's first aid kit	Automatic sales	Better than the best
Accelerate earnings	Aggressive underwriting	Award winning	Big hitters
Accomplish your goals	All aces	Award winning performance	Blistering hot
	All at once	Bank on it	Blue chip
	All-in-one	Barn burner	Boost performance

Top 134 Sellers

56. Integrate
57. Intense
58. Invincible
59. Knockout
60. Largest
61. Latest
62. Leading
63. Legendary
64. Limitless
65. Massive
66. Master
67. Maximum
68. New
69. Nonstop
70. Obtain
71. Outstanding
72. Overpower
73. Overwhelm
74. Perfect
75. Perfected
76. Perform
77. Personalized
78. Potent
79. Powerful
80. Precise
81. Preferred
82. Premier



Brand new version	ents	mended	crusher
Break on through	Capture corporate clients	Climb the ladder	Competition eliminator
Breakneck speed	Catch the big fish	Clobber the competition	Connect with us
Brilliant deductions	Catch your limit	Close every case	Conquer the universe
Build credibility	Catches more clients	Collect the reward	Contracts limited, sales unlimited
Build your empire	Challenge to winners	Collector's item	Convert prospects to clients
Built for life	Check it out	Commission injected	Created just for you
Built in benefits	Check out the good life	Commissions unlimited	Creating the future
Burning hot	Client catcher	Committed to serving you	Cross the line
Call today	Client recom-	Competition	
Call toll free			
Captain of commissions			
Captivate your cli-			

Cut through the clutter	Earth shattering	Exceed your goals	Faster commissions
Cutting edge	Ease of use	Exciting details	Fax us now
Declare your independence	Eliminate client no shows	Exclusive territory	Fill in the gaps
Defy the odds	E-Mail your response	Exclusively yours	Fill in the holes
Degree of honor	Endless stream of leads	Expand your horizon	Financial strength
Designed to sell	Enhance your portfolio	Expand your options	Financial supermarket
Discover the difference	Escalate your income	Explode into action	Financial warehouse
Dollar for dollar	Everything to gain	Explore new dimensions	Find the magic
Dominate the market	Everything you need	Extend your life	First class
Don't delay	Everything you need and more	Extra! Extra!	First of its kind
Double your sales		Eye brow rising	First rate
Dreams come true		Eye catching	First rate
Earn your wings		Eyebrow rising	Five star
		Face to face	Flaming hot

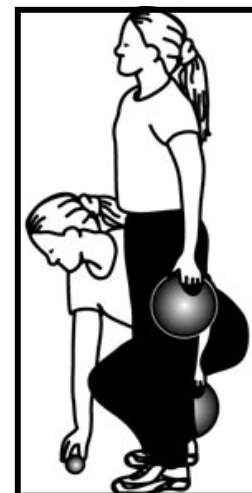


Top 134 Sellers

- 83. Prepare
- 84. Prime
- 85. Pro
- 86. Professional
- 87. Profit
- 88. Profitable
- 89. Proven
- 90. Provide
- 91. Quality
- 92. Quickly
- 93. Recommended
- 94. Reduce
- 95. Refundable
- 96. Reliable
- 97. Remarkable
- 98. Research
- 99. Revealing
- 100. Revolutionary
- 101. Seasoned
- 102. Secrets
- 103. Select
- 104. Sensational
- 105. Simplified
- 106. Skilled
- 107. Solution
- 108. Specialist
- 109. Special

For brokers only	sions	Hard hitting	Hungry agents
Formula for success	Get big in a hurry	Have it all	I have a confession to make...
Free booklet	Get it all	Heavenly results	I know you're skeptical...
Free details	Get rich quick	Heavy duty	If you're like me
Free gift for replying	Get serious	Heavyweight features	If you're like me...
Free leads	Get yours now	Here's the lineup	I'll personally
Free sales kit	Give someone a new life	Here's the proof	I'm sure you heard...
Free shipping	Gold mine	High caliber	Impressive results
Fringe benefits	Golden opportunity	Hit homeruns	Income booster
Fully loaded	Good as gold	Hit the bulls eye	Inflation fighter
General Agents only	Great news	Hit the jackpot	Inflation kicker
Generous commissions	Ground breaking	How anyone can...	Instant answer
	Guarantee...	How To	
	Hand made	How to avoid	

hotline	Lead or follow	Limited offer	Marketing hotline
Instant approval	Lead the crusade	Lock in	Marketing support
Instant bonus	Leader of the pack	Looking for a few good agents	Master your life
Instant commissions	Leads galore	Lowest price in the nation	Maximize your potential
Instant gratification	Leap ahead	Lure big business	Maximum impact
Instant results	Legitimate	Major league contract	Mind Blowing
Investigate today	License to succeed	Make it happen	Mind rocking
It's so simple	Life begins now	Make the big time	Mint condition
Just introduced	Life master	Make the connection	Mister annuity
Key features	Life saver	Make the move	Money machine
King of the hill	Light years ahead		Money mad
Latest edition	Lightning fast results		Money maker
	Limited edition		Money talks

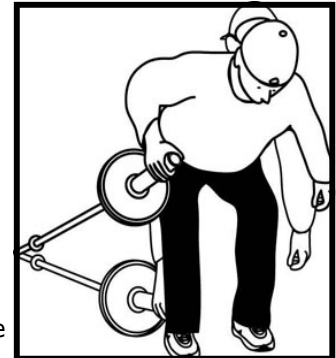


More bang for the buck
 Most outstanding
 Move up
 Movers and shakers
 Multiple sales every time
 Never been released
 Never seen before
 New and improved
 New life cycle
 New market leader
 New tricks
 No more rejections
 No more replace-

ments
 No more strikeouts
 No obligation
 No policy lapses
 No prospecting
 No smoke & mirrors
 Nobody does it better
 Not an imitation
 Now taking applications
 On sale
 Once in a lifetime
 One call does it all
 One of the best
 One source service

One-on-one
 Only (no.) made
 Only the best
 Open more doors
 Opportunity knocking
 Out of nowhere
 Outrageous
 Over the top
 Overload of benefits
 Pace setter
 Package of success
 Pad your wallet
 Paradise Island
 Pass the test
 Payback time

Perfect companion
 Performance designed
 Pick only winners
 Pinpoint your future
 Power tools
 Precision tuned
 Price buster
 Price war
 Priced to sell
 Priceless value
 Prime time
 Producer's paradise
 Product breakthrough
 Product pay day



Product power
 Products for pros
 Professional secrets
 Profit potential
 Prospects galore
 Quick & easy
 Raise the victory flag
 Rare opportunity
 Rare opportunity
 Rated the best
 Rave reviews
 Reach new prospects

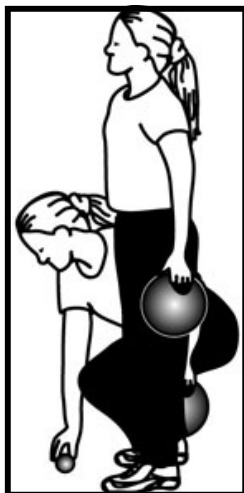
Realize more
 Reap the rewards
 Recommended for professionals
 Red hot
 Referrals galore
 Repeat winner
 Reply postage free
 Respond now
 Revenue enhancing
 Revolution in product design
 Revolutionary concept
 Reward yourself

Rock bottom
 Rock the market
 Route to riches
 Sale after sale
 Sales injected
 Sales invasion
 Sales paradise
 Sales sensation
 Sales superhighway
 Salute to excellence
 Save this card
 Save your life
 Scorching hot

Score big
 Searing hot
 Secrets revealed
 See for yourself
 See your next trip
 Sell everyone
 Sell more
 Sell today, get paid tomorrow
 Sells itself
 Send a message
 Send in now
 Serious bids only
 Set new records
 Set the pace

Top 134 Sellers

110. Spectacular
111. Stimulate
112. Substantial
113. Successful
114. Superior
115. Superstar
116. Supreme
117. Tested
118. Trailblazer
119. Tremendous
120. Turbocharged
121. Unbeatable
122. Uncommon
123. Unconditional
124. Unique
125. Unlimited
126. Unlock
127. Unmatched
128. Unparalleled
129. Unprecedented
130. Unreserved
131. Unsurpassed
132. Unusual
133. Urgent
134. Valuable



Shameless pleasure
 Shift gears
 Simple issue
 Simply the best
 Six figure compensation
 Sizzling hot
 Solid data
 Solid investment
 Solutions today
 Sought after
 Special offer
 Stable perform-

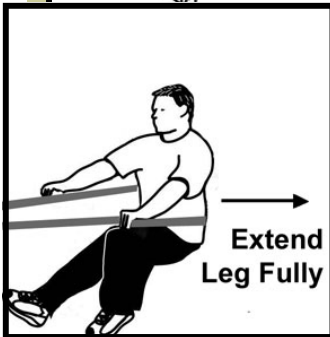
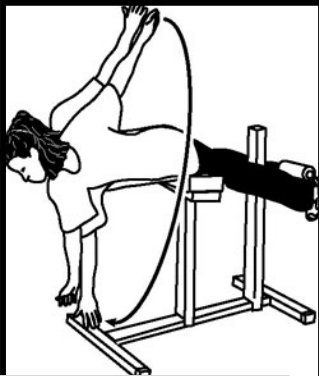
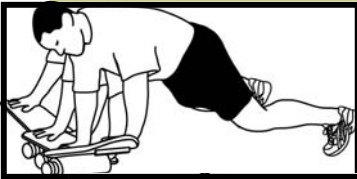
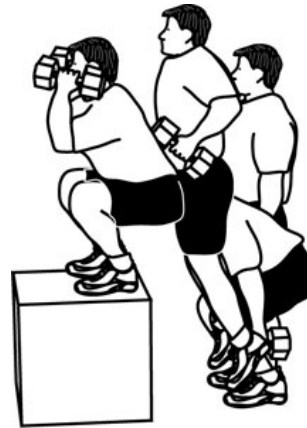
ance
 Stairway to heaven
 Stand alone
 Star studded
 Start today
 State of the art
 Step by step
 Still the best
 Stop prospecting
 Strong solutions
 Superior ratings
 Symbol of excellence
 Take action

Take control
 Take the lead
 Take the money
 Take the trophy
 Technical assistance hotline
 The annuity authority
 The better mousetrap
 The case is closed
 The complete package
 The complete solu-

tion
 The facts of life
 The financial capital
 The golden egg
 The leading edge
 The master plan
 The mystery is solved
 The new king
 The next generation, now
 The obvious choice
 The perfect ten

The professional's choice
The select few
The stage is set
The time is now
The trap is set
This fact is verified by...
This week only
Throw out the manuals
Ticket to success
Ticking time bomb
Time for a change
To the point
Too hot to handle
Top grade
Top notch
Top producing
Top secret
Totally committed
Toughest term
Trademark of quality
Treasure chest
Triple Crown
Turn time into money
Ultra effective
Unbeatable offer
Unlimited opportunity

Unlimited prospects
Unlimited support
Unlock doors
Untouchable
Vested commissions
Victory waits
We give you life
We mean business, your business
We reinvented life
Weight the evidence
What if I told you...?
Where the action is
Winner every time
World leader
Write down this number
Write your own check
Write your own ticket
You asked for it, here it is
You might be thinking...
Your business partner
Your source
Your wildest dreams
Yours for the asking
Zoom to the top



HOW READY ARE YOU to IMMEDIATELY boost your reputation as a personal trainer or strength coach and thereby SIGNIFICANTLY increase your INCOME?

Tony Reynolds, MS, CSCS

is President and Director of Performance for Progressive Sporting Systems and creator of Trainer Clipart, a powerful new tool for fitness professionals. For more information on Trainer Clipart, his other products, or to contact Tony, go to: www.TrainerClipart.com

