

Words that

POP!

New	Quick	Challenging
Free	Flexible	Competitive
VIP	Affordable	Lively
Exclusive	Respected	Entertaining
Simple	Premier	Fascinating
Easy	Major	Wow!
Convenient	Accomplished	Dramatic
Value	Expert	Thrilling
Genuine	Prominent	Sensational
Original	World-Class	Mesmerizing
Irresistible	Award-Winning	Breathtaking
Satisfying	Respected	Revealing
Charming	Noted	Bold
Delightful	Skilled	Imaginative
Captivating	Gifted	Challenging
Adorable	Renowned	Exhilarating
Inviting	Leader	Dynamic
Unforgettable	Straightforward	Better Than Ever
Special	Simplified	
Relaxing	User-Friendly	
Comfy	Effortless	
Friendly	Manageable	
Comprehensive	Uncomplicated	
Complete	Safe	
Extensive	Step-By-Step	
All-In-One	One-Step	

Invaluable
Mind-Opening
Vital
Splendid
Superb
First Class
Smart
Cash In
Bargain
Fun
Favorite
Energetic
Boost
Revitalize
Protect
Awaken
Attractive
Radiant
Shapely
Sparkling
Dazzling
Distinctive



Bill Guertin
Chief Enthusiasm
Officer



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HEADLINES THAT GRAB!



How To _____	You'll wonder why you didn't do it sooner!	A booster shot of _____
Success starts with _____	The fun begins with _____	You won't believe what _____!
The _____ that works as hard as you do	Instant _____!	_____ in your pocket
The _____ experts	The smart choice	Learn from the experts in _____
Get hooked on _____	Have you ever wondered _____?	A sampler of _____
The _____ Edge	Can you afford NOT to _____?	This one's on us!
_____ doesn't have to be expensive	Don't wait for the opportunity to come to you!	We're giving away _____
Not just another _____	Don't get stuck with...	It's yours to keep
Break away from the pack with _____	Finally, there's a better way to _____	Claim your free _____
Your partner in _____	In a class by itself	Everyone takes home a FREE _____
Only _____ gives you...	Don't take chances with _____!	Test Drive it FREE!
The best-kept secret in _____	A _____ from the word "go"	Be a Big Wheel for Small Change!
How do you turn a _____ into a _____?	The only way to _____	Just in time for _____
A little _____ can go a long way	Say "Yes!" to _____	Here's a sampler of what you'll get...
A _____ for all seasons	Turn your life around!	Unlock the secrets of _____
The area's favorite _____	Take a minute to _____	Just Added!
The area's leading _____	Your shortcut to _____	New!
Straight talk about _____	Everything you always wanted to know about _____	Free!
_____ spoken here!	Don't gamble with _____	
Meet the newest addition to our family...		
There's no substitute for _____		
State-of-the-art _____		
Cutting edge _____		