

The Big Book of Words That Sell

**1200 Words and Phrases That Every
Salesperson and Marketer
Should Know and Use**

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CHAPTER 1

Targeting and Engaging Audiences

The most important thing you can do to increase your marketing results is to find and reach the right audience—the ideal buyers for your offer. The more accurately you target your marketing to the needs, interests, desires, and problems of the target market, the more sales you will make. For instance, if you are a user of email marketing and direct mail, you can rent digital and postal lists that reach potential customers in thousands of different markets. In organic search, using long-tail keyword phrases (e.g., “restored 1985 Pontiac Star Chief with automatic transmission”) targets your prospect better than “cars.”

Also, the narrower the audience your copy targets, the higher the readership and response. For that reason, you may want to segment your e-newsletter, mailings, banner ads, and other promotions into multiple audience-specific promotions, targeted for maximum appeal to each group.

For example, one company I worked with had eight vertical industries—and produced eight separate e-newsletters every other month with links to industry-specific news, events, and other pertinent information.

Use links on your home page to segment multiple audiences. Dell Computer used this strategy effectively with links for consumers, small, medium, and large businesses, and public institutions such as health care and the federal government. Your ads, collateral, e-newsletters, postcards, and direct mail can then drive prospects to market-specific pages.

Getting your message across to multiple audiences on a budget isn't difficult. Look for opportunities for ads and collateral to be easily modified to each audience (e.g., swapping out a picture of a field for farmers in the agricultural market for a photo of an Air Force jet for defense marketing). Consider cost-effective alternatives that are also easily targeted to specific markets, such as banner and online ads, and search engine optimization.

Targeting the audience means knowing who the ideal prospects are for your product or proposition, and then writing copy that lets them *know* they are the ones to whom you are directing your message; this is one of the most effective ways ever devised of gaining the reader's attention, interest, and response.

For instance, if you are advertising an expensive new stationary exercise bicycle to help people recover from injury or surgery—e.g., a knee replacement—who is your target audience? Patients? Physical therapy centers? Knee surgeons who want to improve patient outcomes? Independent physical therapists who come to the patient's home?

When you say who the ad or product is for, those people will sit up and pay attention. When the ad clearly identifies the target market, the people you want to read it are more likely to do so.

There is an old formula for persuasive writing success called WIIFM, which stands for "What's in it for me?" Audience engagement among your target market is strongest when the product or service does something for them, gives them an advantage, solves a pressing problem, or delivers a desired benefit.

Going back to our stationary exercise bicycle, the knee surgeon may buy one to ensure that a greater percentage of his patients get well faster.

Doing so improves patient health and satisfaction and may increase the doctor's insurance reimbursement. Selling it direct to patients as a home exercise bike saves the patient time by eliminating the need to drive back and forth to the doctor or physical therapist every time the patient wants to exercise his or her recovering knee. The physical therapist wants the best and most modern rehab equipment available. It impresses patients and referring physicians and also gets patients better results in less time.

As noted, we also know from long experience that the narrower you target your copy, the more persuasive and effective your writing will be. Some businesspeople hesitate to make their target market too narrow. But here's what we find: the narrower your target market, yes, the fewer prospects you have for your product or service, but *the more money they will pay for it*. Consumers will pay a premium price for products they perceive are tailored to their specific needs, concerns, and problems. Therefore, you can make greater revenues by serving fewer customers or clients, because by targeting, you attract the most serious buyers who will pay the most dollars. So your closing rate on the sale is improved, and your average order has a higher dollar value. As the publisher of the *50 Plus Monthly* newspaper in Morris County, NJ, notes, "Targeted advertising strengthens sales."²

Identify Your Target Market

The first step in targeting your market is to identify and clearly define who that target market is.

In some cases, this is obvious and easy. If you are selling maternity clothing, your target market is pregnant women.

But say you are selling reconditioned classic cars that have been restored to their original condition.

You could say the audience is simply people who like classic cars. But restored classic cars are expensive, depending on year and model.

² *50 Plus Monthly*, March 2019, p. 10.

For that reason, many classic car dealers specifically target doctors and dentists. These high-income professions qualify as prospects by being able to afford a classic car. You might want to target Lexus owners, but local Lexus dealers most likely would be unwilling to share their customer list with you. However, you can easily reach dentists, doctors, and other high-income individuals in your zip code and nearby areas.

A car rental company in Florida—not Alamo—rented cars only by the week, not by the day. Because you had to buy a week's rental, their gross was bigger on each customer, and in return for the bigger spend, the company set the rates so that the per day cost was actually *lower* than their competitors who rented primarily by the day.

Who would be the car rental company's ideal target market? Perhaps vacationers to Disney? Teens on spring break? Actually, the most responsive target market turned out to be Florida condo owners. These people, mainly snowbirds and retirees, would stay for weeks at a time, so the weekly billing appealed to them—especially because the more weeks they rented, the bigger the discount.

Say you work for an industrial gas manufacturer and you are writing a white paper on tips for handling compressed cylinder gas. Are you targeting plant managers or plant operators? Plant managers might be more interested in cylinder inventory and control, while plant operators want nuts-and-bolts tips for safe handling of the cylinders. A CFO would want to look at reducing costly gas cylinder accidents and better cylinder inventory control, while the CEO might be concerned about liability.

The following language can be used to identify and engage your target audience:

A special invitation to/for

A special invitation to the hero of American business.

Are you ever _____?

Are you ever tongue-tied at parties?

Aspiring

Announcing an “Apprenticeship Program” for Aspiring Millionaires.

Attention

Attention: All Charter Life Insurance Policy holders.

Available for, available only for

Available for your spouse and other family members.

Calling, calling all

Calling All Organic Gardeners to Try One of the Greatest Organic Gardening Guides Ever Written . . . for 15 Days Free!

Dear _____

Dear Music Lover:

Do you, don't you

Don't you just enjoy . . . being home?

Do you have? Do you know? Do you do?

Do you have a secret fear of losing your job?

Does?

Does your child ever embarrass you?

Especially for you

If you drive in harsh winters with lots of snow and ice, the new all-wheel Nissan was designed especially for you.

Every _____ over age _____

The love-making video every man over 60 should watch.

Fellow

Dear Fellow Gardener,

For _____

For the woman who is older than she looks.

For _____ only

For serious golfers only.

For the _____ lover

For the World War II history lover.

Have you?

Have YOU any of these symptoms of nervous exhaustion?

If you

If you love music, you'll love our magazine.

If you are a _____

If you are a dog person, this is something you'll want to know more about.

Just for you

Just for you: up to 85% off every course!

Members

Free gift for new and renewing members.

Men's Extra Wide Shoes

Men's Extra Wide Shoes—EEE—EEEEEE—FREE catalog from Hancock Shoes.

Mistakes

Do you make these mistakes in English?

Perfect for _____

Perfect for meat lovers who crave a substantial knife at mealtime.

Seniors, older Americans

Legal needs of older Americans.

Serious, avid

For avid coin collectors.

A special offer

A special offer for men and women who did not go to college.

Thinking about _____?

Thinking about going solar?

This is for you

Music lovers—this is for you.

To _____

To every grandmother in America.

Want, want to

To people who want to write—but can't get started.

Wanted

Men wanted for hazardous journey.

We're looking for

We're looking for people to write children's books.

What in the world

What in the world is wrong with me?

Who else?

Who else wants a whiter smile—with no trips to the dentist?

You can make

You can make big money in real estate right now.

Young and old

Easter basket goodies for young and old!

Trigger a Receptive Attitude

“Triggering a receptive attitude” means the reader is at least somewhat open to whatever information, opinion, point of view, or argument he expects you to present. He doesn’t necessarily believe it yet. But he is willing to listen.

The trick to ramping up reader receptivity to the next level is a simple principle first articulated by master copywriter Clayton Makepeace: “Enter into the conversation the reader is already having in his mind.” What it means is if your statements are congruent with the reader’s beliefs and thoughts, you have a better chance of his receiving and believing your message.

For instance, in option trading, marketers of seminars, courses, books, and software promise huge profits. But so many consumers who buy these programs find they are difficult to use, and the courses don’t make them easy money as promised. So when you want to talk to them about your option trading system and how much money it can make, their receptivity plummets and skepticism soars, and your message is likely not well received.

So a marketer of option software tried a different approach. His headline was “Why Most Option Trading Systems Don’t Work . . . and Never Will.” Immediately, receptivity rises and their skepticism is on its way out. Why? Because your words resonate with the exact thought—“these products don’t work”—that pops into their minds whenever they hear

“option trading system.” Instead of arguing with the prospect, you are acknowledging the thought already in their minds—and that’s one of the most powerful ways of triggering a receptive attitude.

You can trigger a receptive attitude in your audience by using language like:

Aim high

Aim high. Reach for new horizons.

Are they, are we?

Are they being promoted right over your head?

Avoid unpleasant surprises

How to avoid an unpleasant surprise audit from the IRS.

Better

Better than Botox.

Bright

It takes a bright and sparkling flavor to attract children!

Celebrate

Celebrate President’s Day!

Chosen for you, recommended just for you

Based on the places you’ve dined, these spots were chosen just for you.

Christmas in July

Christmas in July Weekly Specials.

Could this be?

Could this be the greatest weight loss trick ever discovered?

Dimensions

New 3-D Vision Microscope Adds Exciting New Dimensions to Mineralogy!

Dreaming, dream, dream come true

Dreaming of Italy?

Everything you need

Everything you need to keep your roses healthy and beautiful.

Exclusive, exclusively

Auto insurance exclusively for AARP members is affordable for seniors who still drive.

Family values

Disney—family values.

Friendly

Fly the friendly skies of United Airlines.

Fun

FUN with Chemcraft.

Get more

Angel cardholders get more!

Good news

Good news for homeowners who are under water.

Healthy, health

Have healthy teeth and gums for life.

Help, help for you

When I need help, Life Alert is always there.

Indulge, indulge yourself.

Indulge yourself . . . with Belgian chocolates.

It's not your fault.

If you don't have enough money to retire, it's not your fault.

Just a _____

Just a dollar a day can change the life of a child in need.

Keeps the doctor away

A multivitamin a day keeps the doctor away.

Life-changing

The life-changing benefits of an oxygen chamber.

Made only by

REAL Kiddie-Jars are made only by White.

Mix and match

Mix and match 4 select floribundas for ONLY \$21.98 each.

My gift to you, our gift to you

Yours FREE—my gift to you.

Never _____

Never have a lawn full of weeds again!

Number one

How to be Number One.

One simple thing

You only have to do just this one simple thing to lose fat and pack on lean muscle!

Peace of mind

Stay connected to the network with greater peace of mind.

Personal

Your personal emergency device needs to work on the go.

Raise

Raise venture capital without losing equity.

Recommended just for you

Recommended just for you—the Sear House Grill.

Scare, scarcity

Own these scarce collector classics!

Status

Classic Trees of Presidential Status.

Straight talk

Some straight talk about earning extra income.

Tailored, tailor

With so many features and options, we can tailor a system that's right for you.

That's right for you

With so many features and options, we can tailor a system that's right for you.

What's not to like?

Free wax and buff with every car wash—what's not to like?

Who else

Who else wants a beautiful garden?

With a little luck

With a little luck, you may be able to retire by age 50 or sooner.

Within easy reach

Now your goals are within easy reach.

Worry no more

Worry no more about shortages, world crises, shutdown, rising prices, future inflations!

You can be sure

You can be sure if it's Westinghouse.

You may have already won

You may have already won the Grand Prize.

You've probably heard

You've probably heard a thing or two about the future of the automotive industry.

Lure the Prospect into the Copy

Think of the reader as a fish. Your words need to “hook” him—or he won't keep reading. Certain words and phrases act as “bait” for the hook; those words and phrases can successfully lure your readers to continue reading (Fig. 1). The following are among the most effective strategies for luring readers into your copy:

- Arouse curiosity.
- Make a big promise.
- Make a great offer such as a free gift.
- Present a fascinating fact.
- Tell readers something they do not know.

- Tell readers something they already know.
- Write a strong title or headline.
- Warn them of danger.
- Appeal to greed.
- Appeal to guilt.
- Appeal to fear.
- Promise them something exclusive or special.
- Ask a question to which their answer will be “yes.”
- Create a sense of urgency.

These words and phrases do that:

Acquired at considerable risk

Collectible gold coins acquired at considerable risk to expert divers.

Announcing

Announcing Armstrong Acoustical Fire Guard—a totally new method of installing rated fire protection at substantially lower cost.

Are you?

Are you between the ages of 45 and 74?

Banish

Banish constipation, bloating, and other digestive problems.

Catch

Skittles: catch the rainbow.

Conquer, conquered

I conquered horse racing after I discovered the supreme secret.

Do you have?

Do You Have Any of These Symptoms of Depression?

Do you know?

Do you know how to find a lawyer if you suddenly need one right away?

Don't

Don't buy furniture today!

Enjoy

Enjoy more face time with friends and family.

Find

Find your favorites—check out these new additions . . .

Fresh look

It's time to take a fresh look at today's France.

Get them while they last

New inventory of 20-year old single-malt Scotch—get a bottle or two while they last.

Great _____ aren't made overnight

Great wrought-iron beds aren't made overnight, but painstakingly crafted by expert ironsmiths.

How come?

How Come Some People Can Walk Up to a Blackjack Table and Always Walk Away a Winner?

How do you?

How do you grow \$1,000 worth of food in a garden this small?

How to

How to keep your products pure in the pharmaceutical plant.

Ideas

Ideas for a quick-service restaurant.

Imagine

Imagine Harry and me advertising our PEARS in Fortune!

Inside

Inside: a special offer for homeowners in New Jersey.

Is this the end of _____?

Is This the End of . . . Overeating?

Just in time

You're just in time to see the new models of the Lexus RX.

Killer

The Dance-to-Your-Phone is a killer app and a big hit at parties.

Look no further

Seeking an end to your money problems? Look no further!

Master

Master the skill of network administration.

Memorable

7 memorable songs from Broadway—and what makes them great.

Missing piece

Is mindfulness the missing piece to wellness?

Mr. X

Meet Mr. X, the world's top option trader.

Not one person in a thousand

Pears so rare, not one person in a thousand has ever tasted them.

On sale

South America on sale.

Others have paid

Others have paid \$3,000 less for beautiful diamond earrings like these.

Questions to ask

7 Questions to Ask Before You Hire a Collection Agency . . . And One Good Answer to Each.

Quiz

Quiz: Are you an introvert or an extrovert?

Read this

Read this or DIE.

Remember, remembered

The 75 photos Ansel Adams wanted to be remembered by.

Revealed, reveals

David Gardener reveals a brand-new stock pick.

Secret

The secret to richer, moister chocolate cake.

The curse

The curse of too much money!

What's wrong?

What's wrong with this picture?

Which of these, which

Which of these best-sellers do you want—for only \$1 each?

Who ever heard of?

Who ever heard of losing weight and enjoying 3 delicious meals a day at the same time?

Why haven't _____ been told these facts?

Why haven't TV owners been told these facts?

State an Analogy

An analogy describes a thing that is comparable to another thing in significant respects. Typically, one of the things is known and familiar while the other is new and unfamiliar. Using an analogy makes it easier for the reader to quickly understand and get a mental image of the unfamiliar new thing. Two particular types of analogies are similes and metaphors. Similes use “as” and “like” to make a direct comparison between one thing and another, while metaphors substitute one thing for another to make an implied comparison. These keywords set up imagery as a tool to sell your product.

As

Is IBM's Watson as smart as a professional chess champion?

Like, it's like

Winston tastes good like a cigarette should!

Look like

So large and lush, they make store-bought grapes look like birdseed.

Man's best friend

A Lincoln SUV is a man's best friend.

Steel Trap

How to Develop a Mind Like a Steel Trap.

The next best thing to _____

It's the next best thing to having a live-in maid.

The Rolls-Royce of _____

The Rolls-Royce of air conditioners.

Ticking time bomb

Are your variable annuities a ticking time bomb in your retirement portfolio?

Why some foods “explode”

Why some foods explode in your stomach.

Winning, win

Winning the race to the digital economy by cracking the code of the gender gap.

Arouse Curiosity

If you can arouse curiosity, people will keep reading. A classic example is from the direct mail promotion “What never to eat on an airplane.” You have to tear open the envelope and read the enclosed material, because if you ever travel by air, you want to know which airline food you should avoid. Kindle readers’ curiosity with language like:

Are these

Owning a Subway franchise—are these your questions?

Are you aware, are you prepared?

Are you prepared for retirement’s 4 stages?

Can you name them all?

Seven ways to eliminate joint pain. Can you name them all?

Confessions

Confessions of a disbarred lawyer.

Confidential

For a confidential review, please call me today.

Could this be?

Could this be the most important arthritis breakthrough ever discovered?

Dilemma

A dilemma for many nonprofits.

Fantastic

This Fantastic Secret Turned My Life Around and Made Me Rich.

Here's why

Stocks repurchased by the companies that issue them often rise substantially in share price. Here's why . . .

Hidden

Hidden behind these gates . . .

How fast is _____

How fast is Google changing its advertising policies?

How to

How to Increase Your Standard of Living without Changing Jobs

Insider, insiders

How you can legally profit from "insider information" on the stock market.

Little-known

New FREE Special Report Reveals Little-Known Strategy Millionaires Use to Keep Wealth in Their Hands—and Out of Uncle Sam's.

Mistakes

The 5 most costly mistakes in business. How many are you making right now?

Mystery

Mystery of the Vanishing Hills.

Price tag

Can you put a price tag on happiness?

Secrets

The happiest millionaire around teaches others his secrets.

Suppose

Suppose this happened on YOUR wedding day!

Undercover

Undercover investigation leads to 14 counts of animal cruelty.

What you don't know

What you don't know about corporate law could expose you to personal liability.

What's working

What's working in direct mail.

Why

Why haven't more smart-phone owners been told these facts?

Why in the world

Why in the world would you want to read this ad any further knowing it might cost you \$100 at the very least?

Wonder, wonders, ever wonder

Wonder why European men are such great lovers?

X

Learn real estate investing from “Mr. X,” North America’s most successful house flipper.

You only need _____

You only need 3 ingredients for a great workplace.

You’re missing out

You’re missing out on new developments in childhood education.

Move Reader Emotionally

There is a long debate in advertising as to which motivates customers more effectively: emotion or logic. Long experience shows that both can work, but of the two, emotional copy usually outperforms straightforward facts. The best strategy is a one-two combination: use emotion to convince the prospect to purchase, then follow it up with facts to reinforce the purchase decision and prevent buyer’s remorse.

Conjure emotion with terms like these:

Ambitious, ambition

Ambition doesn’t wait.

Back-breaking

No more back-breaking garden chores for ME—yet ours is now the show-place of the neighborhood!

Beat

How to beat high real estate commission rates.

Beg

Top NYC doctors beg Americans to throw this vegetable away.

Call back

Call back these great moments at the opera.

Celebrate

Celebrate love! 20% off select Valentine's Day Items.

Defy

Defy all the excuses.

Don't miss

Don't miss winter teas at Brookgreen Gardens.

Dreams

Dreams do come true.

Enchantment, enchanting

This is New Mexico, the Land of Enchantment.

Fall in love

Jewelry styles you'll fall in love with.

Fed up

Fed up working a dead-end job with low pay?

Garbage

Is the liberal media feeding you a steady diet of pure garbage?

Glory

The glory of the upward path.

Government, big government

What has the government done for you lately?

Hate

Where the women you hate have their hair done.

Heart

Home is where our heart is.

Hell

That's a hell of a way to run a railroad!

Hope

Why does every man hope his first child will be a boy?

How I learned to love

How I learned to relax and love investing.

If you were

If you were given \$400,000 to spend—isn't this the kind of vacation home you would own?

Lies; lies, lies, lies

The governor's campaign promises: lies, lies, lies.

Looking up

Lisbon's looking up.

Love

The skin you love to touch.

Missing out

You're missing out on new development in childhood education.

Most intelligent way

The most intelligent way to shop for a second car.

Peace of mind

The Sloman Shield home security system gives you greater peace of mind.

Precious

Too precious not to protect from mosquitoes & ticks.

Protect

Protect your family with up to \$100,000 in affordable life insurance.

Quit work

To men who want to quit work someday.

Remember when?

Remember when you could have picked up Amazon, Microsoft, or Google stock for a song—and didn't?

Rip-offs

Avoid rip-offs. Call Samuels Siding today and save!

Rob

How to rob race tracks legally.

Scared

"Last Friday I was scared—my boss almost fired me!"

Shame, ashamed

It's a shame for you not to make good money—when others do it so easily.

Sick and tired

Sick and tired of a wet basement?

Stranded

Avoid getting stranded on the road to small business success.

Sucks, sucks big-time

Slow Internet sucks.

Suppose this happened

Suppose this happened on YOUR wedding day!

The _____ of your dreams

The 9-iron of your dreams.

Throw away

Throw away your specs!

Ugly

The ugly truth.

Unfortunately

Unfortunately, paying your business taxes is not optional.

What have you got to show?

After all these years of hard work and long hours, what have you got to show for it?

When I was, when I did, when I had

When I was 16, my father died of a heart attack.

Why does, why did

Why does every man hope his first child will be a boy?

Worry, worrying

Should you still worry about getting AIDS?

Stroke the Reader's Ego

You may have heard a cynical person tell you, “Flattery will get you nowhere.” But more often than not, flattery will get you precisely what you want it to get you: to please and create goodwill with prospects.

One of the most powerful emotional tactics in persuasive and sales writing is to flatter the readers and stroke their egos. People like to feel important. And they like to be recognized as superior in some way. For instance, if you are writing to a list of vegans, praise them for having the wisdom to choose a healthier diet and the compassion to stop the cruelty of killing animals for food.

Or, if your target audience is affluent people to whom you are selling million-dollar homes, acknowledge the wealth they have accumulated and their success in career or business that helped them achieve it. Of course, do so without making those who inherited their money feel second-best; instead, talk about their family's legacy of success.

Appeal to customer ego by incorporating these words and phrases into your copy:

Accomplished

An accomplished woodworker deserves to be doing his craft on a Powermatic Lathe.

Best, the best, better

Are you one of the best at your trade? We think so!

Distinguished, distinguishes

Your company's safety record distinguishes yours as one of the top 1 percent plants for safe operation.

Exceptional

As an exceptional parent, you want to help your children be exceptional, too.

Favorite

A special gift for our favorite customers only.

Generous

Your generosity to our cause is about to be rewarded with a handsome tax credit.

Handsome, trim, fit, good-looking

Only a few of our customers are fit and trim enough to wear this sexy, stylish sports bra.

Hard-working, work hard, how hard you work

We know how hard you work. And a small token of our appreciation is enclosed.

Hero

You're it—the hero of American business!

Honest, honesty

A special announcement for salespeople who believe honesty is the best policy.

Important

You're important enough for us to extend this special invitation to become a platinum member.

Independent

A special invitation to the hero of the American insurance industry—YOU, the independent agent.

Knowledgeable, knowledge

Only a collector with extensive numismatic knowledge will thrill to the story of the 1874 Morgan silver dollar.

Leader, a leader

You're a leader in your field. We think we are in ours, too.

No-nonsense

You're the kind of no-nonsense small business owner with whom the Howard Bank loves to do business.

Original, an original

You're an original; there's no one out there quite like you.

Preferred

A special offer for our preferred customers only.

Recommended

Your peers have recommended you as an outstanding member of the medical community.

Rich, affluent

You have to be adventuresome and bold—and affluent—to join us for our next Alaskan cruise in June.

Self-sufficient, self-made

As a self-made millionaire, do you secretly look down on associates you know were born with a silver spoon in their mouth?

Smart

You're smart. I'm smart. Every Carnegie-Mellon computer science graduate is smart. Or you wouldn't have a C-M CS degree in the first place.

Special

Here's why we think you are special.

Successful, success

If you're successful, why hide it with false humility? Drive a Bentley and show the world what you've achieved.

Top, tops

Congratulations on being voted by New Jersey Monthly as one of NJ's top 100 dentists.

Marketing to Businesses

A key differentiator in marketing to businesses vs. consumers is this: *the business buyer wants to—and indeed has to—buy*. Most consumer advertising offers people products they might enjoy but don't really need. How many subscription promotions, for example, sell publications that the reader truly could not live without? If we subscribe, we do so for pleasure—not because the information offered is essential to our day-to-day activity.

But in business-to-business marketing, the situation is different. The business buyer wants to buy. Indeed, all business enterprises must routinely buy products and services that help them stay profitable, competitive, and successful. For instance, if you are the plant manager at a chemical company and your pump is no longer capable of handling the increased volume of liquids your plant now processes, you have to buy a new pump. It's not optional. The proof that in business many purchases are mandatory rather than made on impulse is the existence of the purchasing agent, whose sole function is to purchase things.

Also, a large percentage of products and services for business and industry exist to solve specific problems; identifying the problems helps engage the readers' attention and convince them this product may be what they have been looking for.

While the language below is effective in all copy, it has been proven effective in tailoring copy and selling products to businesses.

Alternative

The ideal alternative to conventional gears.

Announcing the solution

Announcing the emissions control solution you've been waiting for.

Availability

Netgear routers have the highest system availability of any router used in residential local area networks.

Best-in-class

Best-in-class cooling towers for power plants.

Capacity

Dust collector increases filtration capacity with two main cartridges.

Compliant

100% compliant with EPA regulations.

Cost, costing

Is your pump costing you more than it should?

Cut, reduce, save

Cut mixer maintenance costs as much as 60 percent.

Do you need?

Do you need more air reserve for safer control of off-the-road equipment?

Downtime—saving, reducing, or eliminating

Oakite Engineering Cleaning Program saves three days of downtime with one drum of cleanser.

End

End bag damage for good.

Energy, energy savings, energy cost

How to solve your emissions problems—at half the energy cost of a traditional venturi scrubber.

Engineering, engineered

Engineered to light-weight automobiles for more miles per gallon.

Environmentally friendly

Our environmentally friendly design reduces particulate emissions by 98%.

Everything you need

Everything you need for rapid prototyping.

Expert solutions

Expert solutions for troubleshooting process control systems.

Fast, fastest

The B-47 is our fastest bomber.

First, first and only

First indirect gas-fired storage water heater for industrial use.

Free

This free policy saves money for Allied Stores.

Get

Get new simplicity in liquid chromatography.

Guarantee, guarantees, guaranteed

Pimlo lifetime drain line guaranteed against corrosion and leakage.

Heavy duty

Heavy-duty beauty . . . nickel-chrome plating over steel.

High-grade

Off-grade cotton can produce high-grade yarn.

How

How Hercules helps protect your roof.

How to

How to choose an acoustical ceiling to help prevent room-to-room sound transmission problems.

Human

The human side of pension planning.

Ideal for

Ideal for mixing fluids of different viscosities.

Industrial-grade

Industrial-grade cleaning equipment and supplies keeps your plant clean to prevent product contamination.

Innovation

Innovations from the aerospace industry enable can-making machines to run better and faster.

Just the right tool for the job

Grainger has just the right tool for every job.

Machined

Machined for tighter tolerance and precision fabrication.

Maintenance-free

INTECH gears have lubricant sealed within the bearing, making them virtually maintenance-free.

Make, make your

Make your power source 25% more efficient.

Mistakes

The 5 most common mistakes in mainframe network monitoring and how to avoid each.

New, now

Now—a new dispersant that gives fuel oils superior water-shedding properties.

No moving parts

No moving parts to clog or wear out!

Patented

This patented clip and stud makes Lyon your best shelving investment.

Performance

Goodway® VAC-2 delivers reliable wet/dry industrial vacuum performance.

Positive

How to implement positive discipline strategies.

Powerful

Easy, powerful, and extremely reliable AC drive.

Problem, problems

A special V-Belt Engineering Service to help you cope with 7 drive problems.

Productivity, production

How Thomas Corporation boosted production 77%.

Profit, profits

For full profits . . . sell the full Westinghouse auto bulb line.

_____ -proof

Explosion-proof motors for safety-critical applications.

Quiet, quietly

Cleans quickly and quietly!

Reliable, reliability

Easy, powerful, and extremely reliable AC drive.

Safe, safety

A safe alternative to sulfuric acid.

Save

Save weight and space with the world's thinnest push rods.

Smashed

He smashed the sound-in-water barrier.

Tests

Tests prove it: fiberglass daylighting panels with DuPont Lucite fight weather best.

The answer

The answer you've been looking for to prevent gas leaks.

Total cost of ownership

Minimal chemical consumption means lower total cost of ownership.

Turnkey

The benefits of working with a turnkey manufacturer.

Which?

Which cast-iron groove was made in just 42 seconds?

Zone, zoned

Zoned controls boost production by helping increase operator efficiency.