Info Sheet – Impulse Buy Words

Here are some great words you can add to your copy to help call customers into action.

* Special
* Today Only
* Great Buying

**Successful Print Ads**

Remember to always target your ad at a specific target market. Then write a great headline that will draw the reader into reading the copy. Then have a great offer to call them into action, to get them to respond.

* Huge Savings
* Great Buying
* Best Value
* Save $$$
* Unbeatable Value
* Limits Apply
* Limited Stock Buy Now
* Red Hot Special
* Great Specials
* Reduced
* Today Only Special
* While Stock Lasts
* Packed With Value
* Value
* Delicious!
* Fresh
* Quality
* New
* Great Meal
* Best Choice
* Favourite
* Super Special
* This Weeks Special