



The iPod Transmitter That Actually Works?



After writing ad copy and reaching for just the right words that create “the will to buy” for longer than I can remember; I’ve found some great word choices that actually work.

Take a moment and consider what differentiates these two statements or headlines.

- **Learn how to fix that constantly running toilet in under an hour.**
- **How to actually fix any constantly running toilet in under an hour.**

I’m guessing you decided it had something to do with the word actually.

So why does this word change the message a reader receives?

Now this is not “rocket surgery”. The best copy writers in the business know the impact that changing the key words can have on the reader.

Check this out.

- **How to earn an extra \$30,000 by the end of the year.**
- **How you can actually earn an extra \$30,000 this year.**
- **Trump shares system which reveals how you can actually earn almost \$30,000 extra in less than 6 months.**

By using the word actually it implies that you may be about to share a secret that has been closely guarded by the ultra wealthy.

It alludes to the fact that what Trump is about to reveal is his secret to absolute wealth.

And while not really saying it, implies that perhaps others have been less than forthright in the past.

See what you think of these:

- **Learn how to purchase a new widescreen TV at the absolute lowest price.**
- **How you can actually own a brand new widescreen TV at the cheapest price in the city.**

Using the word actually piques your curiosity to discover the answer. It actually flicks the curiosity switch in our mind to find out how this could possibly be true.

Two things at play now;

First the implied secret and second, one of the most powerful hot buttons that triggers our unquenchable thirst to know more.

Have an iPod? Read these...

- **Now you can listen to your iPod through your car stereo.**
- **Finally. An iPod docking station that actually works with your car stereo.**

Knowing that the purpose of the headline is to get us to read the first line of copy; using the word actually begs us to read on to find out how; Which then presents the opportunity for us to create the “will to buy”. By following up with the next phrase we make our case.

Not all iPod transmitters are created equal. Some will claim their products make it easy to use an iPod with your car stereo. But when you plug it in the performance is disappointing due to cross talk on the radio stations. With our superior design cross talk is never a problem. Our customers swear by it.

By employing the natural sense of curiosity coupled with the word actually we create a one-two punch.

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