

## FREE TOOLS TO SOURCE DISTINCTIVE VOCABULARY FOR YOUR ADS

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When you read through classified ads, what is it about an ad that catches your attention? Is it the headline, symbols used, the ad copy itself or even a spelling mistake? Sometimes it can be a single 'different' word that might look out of place or it might be a powerful phrase. But whatever it is, it grabs you and makes you read to the end of the ad. Your mission has been accomplished!

This article will explore some of the tools and resources you can use to obtain distinctive vocabulary to increase your 'word repertoire'. Use these new words in your ads to make them \*STAND OUT\* from the crowd!

When I say 'different' words, I mean unusual, out of the ordinary, unique and distinctive vocabulary. The internet is a world of its own and a lot of what we learned at English in school regarding sentence construction has gone right out the window! Granted, a lot of us like to remain civilised and use the 'correct' form of sentence construction, but if you don't, you can get away with it without losing marks! You can use slang words and you can abbreviate words to shorten the character length of a line. Space is an important issue when placing an ad and we're forever being restricted regarding the amount of space we are permitted to use.

Many ads are written in the present context where you are attempting to tell the reader about something that you think is worth their time and efforts to explore. Let's look at an example of the vocabulary that can be used in advertising.

**Exclamation Vocabulary:**

Here are some exclamation words and phrases that I've seen used many times in ads.

- WOW!
- Fantastic!
- Check this OUT!
- Oh My God, I can't BELIEVE it!
- This is AMAZING!
- Never SEEN Before!

These are just a few of the many words that you regularly see used in ads. Now let's use some nifty tools to create some new words.

**\*FREE TOOLS\***

Using the following tools, we will find some distinctive vocabulary to use in place of the word 'fantastic'.

**Thesaurus:**

You've all heard of a 'thesaurus' right? And no, it's not a dinosaur! A thesaurus is used to find other words for a particular word, or synonyms. I personally use the thesaurus that comes with MS Word

and it can be accessed by clicking on the Tools menu, then clicking on Language and Thesaurus. Alternatively, you can use online thesauri for free like the following:

Merriam-Webster Online Thesaurus & Dictionary:

<http://www.m-w.com/thesaurus.htm>

Entry Word: fantastic

Function: adjective

Text:

Synonyms: FICTITIOUS 1, chimerical, fanciful, fictional, fictive, illusory, imaginary, suppositious, supposititious, unreal

Related Word: implausible, incredible, unbelievable; absurd, preposterous; irrational, unreasonable; deceptive, delusive, delusory, misleading

Contrasted Words: common, commonplace, everyday, familiar, ordinary; customary, prevailing, universal, usually conceived or made without reference to reality <their explanation was fantastic>

Synonyms: antic, bizarre, grotesque

Related Word: adroit, clever, ingenious; eccentric, erratic, odd, queer, singular, strange; absurd, nonsensical, preposterous, ridiculous

Contrasted Words: factual, solid, sound, valid, well-grounded; plausible, reasonable

Synonyms: FOOLISH, absurd, ||balmy, crazy, insane, loony, preposterous, silly, unearthly, wacky

Synonyms: MONSTROUS, cracking, massive, monumental, mortal, prodigious, stupendous, towering, tremendous

Synonyms: EXTRAVAGANT, preposterous, wild

WordNet: <http://www.cogsci.princeton.edu/cgi-bin/webwn>

WordNet 1.6 overview for "fantastic"

The adjective "fantastic" has 5 senses in WordNet.

1. antic, fantastic, fantastical, grotesque -- (ludicrously odd; "Hamlet's assumed antic disposition"; "fantastic Halloween costumes"; "a grotesque reflection in the mirror")
2. fantastic, howling (prenominal), marvelous, rattling (prenominal), terrific, tremendous, wonderful, wondrous -- (extraordinarily good; used especially as intensifiers; "a fantastic trip to the Orient"; "the film was fantastic!"; "a howling success"; "a marvellous collection of rare books"; "had a rattling conversation about politics"; "a tremendous achievement")
3. fantastic -- (extravagantly fanciful and unrealistic; foolish; "a fantastic idea of his own importance")
4. fantastic, fantastical -- (existing in fancy only; "fantastic figures with bulbous heads the circumference of a bushel"- Nathaniel Hawthorne)
5. fantastic, phenomenal -- (exceedingly or unbelievably great; "the bomb did fantastic damage"; "Samson is supposed to have had fantastic strength"; "phenomenal feats of memory")

The Semantic Rhyming Dictionary: <http://www.rhymezone.com>

A very interesting reference, this rhyming dictionary lets you search for rhymes of any term you supply, but also for other related words, similar to a thesaurus. For example, you can specify "perfect rhyme", "homophones", "semantic siblings", "synonyms", and other relations. Fun!

Words and phrases that rhyme with fantastic: (22)

2 syllables: drastic, plastic

3 syllables: bombastic, dynastic, elastic, fantastik, gymnastic, monastic, sarcastic, scholastic

4 syllables: gum elastic, inelastic, onomastic, thermoplastic

5 syllables: amino plastic, ecclesiastic, enthusiastic, iconoclastic, interscholastic, phenolic plastic

6 syllables: fluorocarbon plastic, unenthusiastic

Words and phrases that have a meaning related to fantastic: (45)

Synonyms: antic, extraordinary, fantastical, grotesque, howling, marvelous, phenomenal, rattling, strange, terrific, tremendous, unreal, unrealistic, unusual, wonderful, wondrous

Often used in the same context: great, wonderful, amazing, terrific, extraordinary, fabulous, tremendous, awesome, marvelous, plastic, wondrous, phenomenal, spastic, bombastic, dynamic, enthusiastic, super, unusual

Appears in the definition of: crazy, dream, figment, magic realism, phantasmagoric, phantasmagorical, pipe dream, surreal, surrealism, surrealistic, transmutation

Phrase Finder: <http://www.shu.ac.uk/web-admin/phrases/search.html>

Input a word and the Phrase Finder will return a list of phrases that are related to your word in some way.

These are the results returned for 'fantastic' (some are kind of funny!).

A great day for the Irish  
A pipe dream  
All creatures great and small  
Behind every great man there's a great woman  
Go great guns  
Great Balls Of Fire  
Great Scott  
Great minds think alike  
Make great play of  
Out of this world  
Set great store by  
The great outdoors  
The great unwashed  
The great white hope  
Time is a great healer  
Trip the light fantastic

So now you have four more tools that can be utilised to change words in your ad copy for more distinctive, descriptive vocabulary. Make these words stand out by including them in your headline, making them rhyme, CAPITALISING (not too many words please!), or adding an asterisk on either side of the word or phrase like \*THIS\*.

If you join a new program and copy the affiliate email sales letters or ad copy provided by the company, just think how many other affiliates will be using the same ad! Choose a descriptive exclamation word and use your new tools to come up with some new ad copy that will be different from the other affiliate's ad copy! Test and track your ads for response rates. Hopefully the response will be higher than you expected!

Don't be a sheep - lead the way and let your ad copy stand out from the crowd! Always be an individual by using distinctive vocabulary!

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