

# Choose Your Words Wisely



Here are some words to get you started.

**WARM**  
**STRONG**  
**BEAUTIFUL**  
**COLORFUL**  
**EASY**  
**HEALING**  
**FRIGHTENING**  
**CALM**

**Words are everything!** They can make or break the message you are trying to convey. Using words that produce positive feelings in your targeted consumer—such as *warmth*, *happiness*, *strength*, *energy*, or *beauty*—can help sell your product. Using the wrong word or words can generate a negative feeling about your product. When generating your list, keep your audience in mind—different words will work for different audiences.

**Develop your ideas from the outline you created in Lesson 1 by creating a word list to support the product.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Now begin to create a plan on how to present the product to the class using the words from your word list.**

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