Introduction: Make Them Feel Safe

Greed isn't the only emotion you want buyers to feel. You also want to make them feel safe.

They need to trust both you and your product or service. They need to have confidence you'll deliver. They need to believe they'll get results.

Of course, building that kind of trust starts with having a quality brand and reputation, but the words you use to describe yourself and your product or service also matter. To help your customers feel safe, try to use as many of these power words as possible:

Source: https://smartblogger.com/power-words/

Safe Words

Anonymous

Authentic

Backed

Best-selling

Cancel Anytime

Certified

Endorsed

Guaranteed

Ironclad

Lifetime

Moneyback

No Obligation

No Questions Asked

No Risk

No Strings Attached

Official

Privacy

Protected

Proven

Recession-proof

Refund

Research

Results

Secure

Tested

Try before You Buy

Verify

Unconditional

Safe & Secure