

### 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

