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THE DIGITAL MENTOR

THE LANGUAGE OF SUCCESS

Your Words Matter!!

Applying Bloom's Taxonomy
Persuasive Words for Marketing
NLP Power Words To Store In Your
Sales and Marketing Pitch Dictionary

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BLOOM'S TAXONOMY ACTION VERBS

Benjamin Bloom created a taxonomy of measurable verbs to help us describe and classify observable knowledge, skills, attitudes, behaviors and abilities. The theory is based upon the idea that there are levels of observable actions that indicate something is happening in the brain (cognitive activity.)

Definitions	Knowledge	Comprehension	Application	Analysis	Synthesis	Evaluation
Bloom's Definition	Remember Previously learned information.	Demonstrate an understanding of the facts	Apply Knowlegde to actual Situation	Breakdown Objects or Ideas into simpler parts and find evidence to support generalization.	Compile component ideas into a new whole or propose alternative solution	Make or defend judgements based on internal evidence or external criteria
Verbs	▪ Arrange ▪ Define ▪ Describe ▪ Duplicate ▪ Identify ▪ Label ▪ List ▪ Match ▪ Memorize ▪ Name ▪ Order ▪ Outline ▪ Recognize ▪ Relate ▪ Recall ▪ Repeat ▪ Reproduce ▪ Select ▪ State	▪ Classify ▪ Convert ▪ Defend ▪ Describe ▪ Discuss ▪ Distinguish ▪ Estimate ▪ Explain ▪ Express ▪ Extend ▪ Generalized ▪ Give example(s) ▪ Identify ▪ Indicate ▪ Infer ▪ Locate ▪ Paraphrase ▪ Predict ▪ Recognize ▪ Rewrite ▪ Review ▪ Select ▪ Summarize ▪ Translate	▪ Apply ▪ Change ▪ Choose ▪ Compute ▪ Demonstrate ▪ Discover ▪ Dramatize ▪ Employ ▪ Illustrate ▪ Interpret ▪ Manipulate ▪ Modify ▪ Operate ▪ Practice ▪ Predict ▪ Prepare ▪ Produce ▪ Relate ▪ Schedule ▪ Show ▪ Sketch ▪ Solve ▪ Use ▪ Write	▪ Analyze ▪ Appraise ▪ Breakdown ▪ Calculate ▪ Categorize ▪ Compare ▪ Contrast ▪ Criticize ▪ Diagram ▪ Differentiate ▪ Discriminate ▪ Distinguish ▪ Examine ▪ Experiment ▪ Identify ▪ Illustrate ▪ Infer ▪ Model ▪ Outline ▪ Point out ▪ Question ▪ Relate ▪ Select ▪ Separate ▪ Subdivide ▪ Test	▪ Arrange ▪ Assemble ▪ Categorize ▪ Collect ▪ Combine ▪ Comply ▪ Compose ▪ Construct ▪ Create ▪ Design ▪ Develop ▪ Devise ▪ Explain ▪ Formulate ▪ Generate ▪ Plan ▪ Prepare ▪ Rearrange ▪ Reconstruct ▪ Relate ▪ Reorganize ▪ Revise ▪ Rewrite ▪ Set up ▪ Summarize ▪ Synthesize ▪ Tell ▪ Write	▪ Appraise ▪ Argue ▪ Assess ▪ Attach ▪ Choose ▪ Compare ▪ Conclude ▪ Contrast ▪ Defend ▪ Describe ▪ Discriminate ▪ Estimate ▪ Evaluate ▪ Explain ▪ Judge ▪ Justify ▪ Interpret ▪ Relate ▪ Predict ▪ Rate ▪ Select ▪ Summarize ▪ Support ▪ Value

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BLOOM'S TAXONOMY VERBS

Use verbs aligned to Bloom's Taxonomy to create discussion questions and lesson plans that ensure your students' thinking progresses to higher levels.

Knowledge

Count Read	Read
Define Recall	Recall
Describe Recite	Recite
Draw Record	Record
Enumerate Reproduce	Reproduce
Find Select	Select
Identify Sequence	Sequence
Label State	State
List Tell	Tell
Match View	View
Name Write	Write
Quote	

Comprehend

Classify	Interpret Cite
Conclude	Locate
Convert	Make Sense of
Describe	Paraphrase
Discuss	Predict
Esitmate	Report
Explain	Restate
Generalize	Review
Give Example	Summarize
IllustrateRead	Track
	Understand

Apply

Act	Imitate
Administer	Implement
Articulate	Interview
Assess	Include
Change	Inform
Chart	Instruct
Choose	Paint
Collect	Participate
Compute	Predict
Construct	Prepare
Contribute	Produce
Control	Provide
Demonstrate	Relate
Determine	Report
Develop	Select
Discover	Show
Dramatize	Solve
Draw	Transfer
Establish	Use
Extend	Utilize

Analyze

Break Down	Focus
Characterize	Illustrate
Classify	Infer
Compare	Limit
Contrast	Outline
Correlate	Point Out
Debate	Prioritize
Deduce	Recognize
Diagram	Research
Differentiate	Relate
Discriminate	Separate
Distinguish	Subdivide
Examine	

Synthesize

Adapt	Design	Intervene	Produce
Anticipate	Develop	Invent	Progress
Categorise	Device	Make Up	Purpose
Collaborate	Express	Model	Rearrange
Communicate	Facilitate	Modify	Reconstruct
Compare	Generate	Negotiate	Reinforce
Compile	Incorporate	Organize	Recongise
Construct	Intiate	Perform	Revise
Contrast	Intergrate	Plan	Rewrite
Create	Individualise	Pretend	Structure

Evalute

Appraise	Defend	Rate
Argue	Evaluate	Refame
Assess	Interpret	Select
Choose	Judge	Support
Conpare	Justify	
Contrast	Predict	
Conclude	Priortise	
Criticize	Prove	
Critique	Rank	
Decide		

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USEFULL VERBS AND SAMPLE QUESTIONS STEMS

Knowledge

Useful Verbs	Sample Questions Stems
- Tell - List - Describe - Relate - Locate - Wirte - Find - State - Name	What happened after...? How many...? Who was it that...? Can you name the...? Describe what happened at...? Who spoke to...? Can you tell why...? Find the meaning of...? What is...? Which is true or false...?

Comprehend

Useful Verbs	Sample Questions Stems
- explain - interpret - outline - discuss - distinguish - predict - restate - translate - compare - describe	Can you write in your own words...? Can you write a brief outline...? What do you think could of happened next...? What do you think...? Can you distinguish between...? What differences exist between...? Can you provide an example of what you mean...? Can you provide a definition for...?

Application

Useful Verbs	Sample Questions Stems
- Solve - Show - Use - Illustrate - Construct - Complete - Examine - Classify	Do you know another instance where...? Could this have happened in...? Can you group by characteristics such as...? What factors would you change if...? Can you apply the method used to some experience of your own...? What questions would you ask of...? From the information given, can you develop a set of instructions about...? Would this information be useful if you had a ...?

USEFULL VERBS AND SAMPLE QUESTIONS STEMS

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Analysis

Useful Verbs	Sample Questions Stems
• Analyze • Distinguish • Examine • Compare • Contrast • Investigate • Categorize • Identify • Explain • Separate	Which events could have happened...? How was this similar to...? What was the underlying problem with...? What do you see as other possible outcomes? Why did ... changes occur? Can you compare your ... with that presented in...? Can you explain what must have happened when...? What are some of the problems of...? Can you distinguish between...? What was the problem with...?

Synthesis

Useful Verbs	Sample Questions Stems
• Create • Invent • Compose • Predict • Plan • Construct • Design • Propose • Devise • Formulate	Can you design a ... to ...? Can you see a possible solution to...? If you had access to all resources how would you deal with...? What would happen if...? How many ways can you...? Can you create new and unusual uses for...? Can you develop a proposal which would...?

Evaluation

Useful Verbs	Sample Questions Stems
• Judge • Select • Choose • Decide • Justify • Debate • Verify • Argue • Recommend • Assess • Discuss • Rate • Prioritize • Determine	Is there a better solution to... ? Judge the value of... ? Can you defend your position about...? Do you think ... is a good or a bad thing? How would you have handled...? What changes to ... would you recommend? Do you believe....? How effective are...? What do you think about...?

WATCH OUT FOR VERBS THAT ARE NOT MEASURABLE

In order for an objective to give maximum structure to instruction, it should be free of vague or ambiguous words or phrases. The following lists notoriously ambiguous words or phrases which should be avoided so that the intended outcome is concise and explicit.

WORDS TO AVOID

- Believe
- Hear
- Realize
- Capacity
- Intelligence
- Recognize
- Comprehend
- Know
- See
- Conceptualize
- Listen
- Self-Actualize
- Memorize
- Think
- Experience
- Perceive
- Understand
- Feel

PHRASES TO AVOID

- Appreciation for
- Acquainted with
- Adjusted to
- Awareness of
- Capable of
- Comprehension of
- Cognizant of
- Enjoyment of
- Conscious of
- Familiar with
- Interest in
- Interested in
- Knowledge of
- Knowledgeable about
- Understanding of

30 PERSUASIVE WORDS FOR MARKETING CAMPAIGNS

In the dynamic world of marketing, the right words can significantly influence audience perception and drive action. Using persuasive words in your marketing efforts helps in creating a compelling narrative that resonates with your target audience.

Words such as "free," "new," and "guarantee" are known to attract attention and build trust effortlessly. "Free" appeals to our innate desire for bargains, "new" sparks curiosity and excitement, and "guarantee" instills a sense of security and trust in your offering. Integrating these and other powerful terms into your marketing strategies can enhance engagement, build stronger connections, and ultimately drive conversions.

Here are 30 Persuasive Words To Use in Marketing

1. Free
2. New
3. Guarantee
4. Easy
5. Save
6. Proven
7. Safe
8. Best
9. Secret
10. Instantly
11. Exclusive
12. Limited
13. Uncover
14. Results
15. Win
16. Discover
17. Health
18. Improve
19. Now
20. Powerful
21. Transform
22. Successful
23. Limited-time
24. Risk-free
25. Effortless
26. Amazing
27. Imagine
28. You
29. Act
30. Money-back

Here are examples of how each of these persuasive words can be used in marketing:

1. Free: "Get a free trial of our premium service today!"

2. New: "Discover our new range of organic beauty products."

3. Guarantee: "We guarantee you'll see results within 30 days or your money back."

4. Easy: "Easy steps to streamline your business operations."

5. Save: "Save 20% on your next purchase with this code."

6. Proven: "Proven techniques to double your sales."

7. Safe: "Our products are safe for all skin types."

8. Best: "Voted the best coffee shop in the city!"

9. Secret: "Learn the secret to flawless skin."

10. Instantly: "Instantly improve your work efficiency with these tips."

11. Exclusive: "Join our exclusive members-only club for premium benefits."

12. Limited: "Limited time offer on select items."

13. Uncover: "Uncover the truth behind effective marketing strategies."

14. Results: "Achieve noticeable results within weeks of using our product."

15. Win: "Enter now for a chance to win a luxury vacation!"

30 PERSUASIVE WORDS FOR MARKETING CAMPAIGNS

Here are examples of how each of these persuasive words can be used in marketing:

16. Discover: "Discover how to boost your productivity in just 10 days."

17. Health: "Prioritize your health with our wellness programs."

18. Improve: "Improve your social media presence with these hacks."

19. Now: "Shop now and get 50% off your order!"

20. Powerful: "Experience powerful results with our fitness routine."

21. Transform: "Transform your living space with our expert tips."

22. Successful: "Learn the habits of highly successful entrepreneurs."

23. Limited-time: "Limited-time offer: Buy one, get one free."

24. Risk-free: "Try our services risk-free for 30 days."

25. Effortless: "Effortless ways to enhance your diet and nutrition."

26. Amazing: "Check out our amazing deals on electronics."

27. Imagine: "Imagine the possibilities with our innovative technology."

28. You: "You deserve the best, and we provide it."

29. Act: "Act now to secure your spot at our exclusive event."

30. Money-back: "We offer a money-back guarantee if you're not completely satisfied."

Using these words strategically in your marketing copy can help in creating compelling calls to action and overall engaging content that drives customer response and satisfaction.

27 NLP POWER WORDS TO STORE IN YOUR SALES AND MARKETING PITCH DICTIONARY

In the rapidly evolving world of sales and marketing, crafting compelling messages is crucial for capturing attention and driving action. These "27 NLP Power Words To Store In Your Sales and Marketing Pitch Dictionary" serves as a vital resource for sales professionals and marketers looking to enhance the persuasiveness of their communications.

By integrating these powerful NLP (Neuro-Linguistic Programming) words into pitches, emails, and ads, you can tap into the subconscious motivations of your audience, creating more engaging and convincing content. Whether you're aiming to evoke emotional responses, build rapport, or drive conversions, these words will provides the linguistic tools necessary to elevate your messaging strategy and achieve remarkable results.

1. You

Personalize your pitch by making the customer feel directly addressed. A simple word like 'you' can engage the prospect more deeply, making them envision themselves benefiting from the product or service.

2. Free

If you want to instantly grab your prospect's attention and promote a sense of value, 'free' is the word to use. Obviously, not all things are free and the word shouldn't be thrown about inauthentically, but every product or service has something free about it.

3. Because

'Because' is a great word to use in your pitches because it provides a reason or justification for the offer. It enhances the persuasiveness of your pitch by showing the logical connections that make the product or service answer their problems.

4. Now

Want to create urgency? 'Now' is the ideal word. It prompts immediate action, compelling your prospect to set the wheels in motion sooner rather than later.

5. New

Name a word that leaves a bigger impression of innovation and freshness... I'll wait. 'New' is simple and straight to the point. But that's the beauty of it. It evokes a certain feeling that appeals to the prospect's desires for the latest and best solutions.
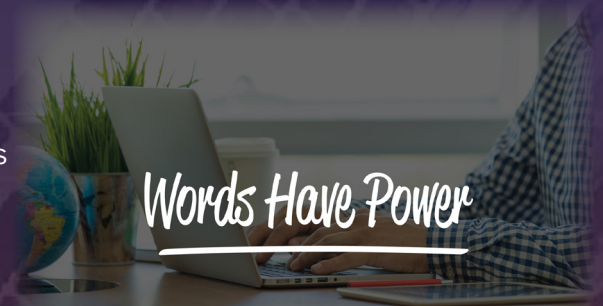
27 NLP POWER WORDS TO STORE IN YOUR SALES AND MARKETING PITCH DICTIONARY

6. Instantly

Similarly to 'now', this word highlights speed and immediacy. It lets the prospect know that the benefits can be experienced without delay.

7. Easy

Everyone loves hassle-free solutions. The word 'easy' suggests that there are minimal (if any) barriers to entry

and that you don't need to be a rocket scientist to get started.

8. Guarantee

'Guarantee' is a word that builds trust and reliability. It promises a positive outcome that reduces the perceived risk by the prospect.

9. Results

Get the prospect focusing on the value they can receive from your product or service. It lets the potential customer know what they should expect to receive. 'Results' are usually accompanied with statistics of some kind which can really nail this point home.

10. Compare

Highlight how your product stands head and shoulders above your competition, and why. It encourages your prospect to evaluate their options but it's usually used to show that your product is supreme in some specific way.

11. Imagine

By engaging in the prospect's imagination, you can get them to visualize themselves using your product, experiencing the benefits, and being happy with the results. This can be an incredibly persuasive tactic.

12. Limited

By billing something as 'limited', you create a sense of scarcity which can compel potential customers to act more quickly. It motivates buyers to secure the deal while they still can. The offer won't be around forever.

13. Save

Everyone loves to save money, time, and energy. By appealing to this core human desire, you emphasize the value of your offer and show them it's more than worthwhile.

27 NLP POWER WORDS TO STORE IN YOUR SALES AND MARKETING PITCH DICTIONARY

14. Revolutionary

There isn't a much better word for positioning yourself as a groundbreaking new solution that changes the game in your industry.

15. Offer

This direct and clear word emphasizes what's available, drawing particular attention to the benefits and how

they will specifically enhance the worklife of the buyer.

16. Boost

This word is a trigger that lets the prospect envision how your product or service will elevate their customer experience. It may boost sales, boost engagement, or boost traffic – all of which are clear positives.

17. Improve

'Improve' is a promise of enhancement. It indicates, very clearly, that your product can make a difference to the status quo.

18. Proven

This word carefully establishes credibility. It highlights that your product or service has a track record of success and that the prospect can expect a similar outcome.

19. Exclusive

If you want to create a sense of privilege and uniqueness, 'exclusive' is a great word to use. It makes prospects feel special by having access to your offer, and by extension, your services.

20. Unparalleled

This power word suggests unmatched quality. It subtly places your product on top of all its competitors.

27 NLP POWER WORDS TO STORE IN YOUR SALES AND MARKETING PITCH DICTIONARY

21. Dynamic

'Dynamic' portrays your service as adaptable and ready to fit your prospect's needs, even if they change over time. It indicates responsiveness and can be reassuring for potential buyers.

22. Effortless

This is a power word you can use to address potential concerns about your product's complexity. It highlights the ease of use your solution provides.

23. Unleash

'Unleash' evokes a sense of potential and empowerment, suggesting that your offer can unlock new possibilities. It's a visual word with extra oomph.

24. Today

Urging immediate action, 'today' represents the idea of doing something right now. It encourages the prospect to seize the moment and act in the present. It can also be used to represent the ease of use because you can get started today.

25. Success

Want to appeal to your customers' aspirations and ambitions? 'Success' will get the job done. It allows the prospect to reflect on what the word means for them and to envision their success with the help of your product.

26. Unbeatable

A word that expresses your product's domination in the niche is always good if the claims can be backed up with evidence. It's a word that positions your solution as the ultimate choice.

27. Best

A simple word that gets straight to the point, 'best' is best used sparingly, but it can position your product or service at the top of the list of competitors. Whatever your angle, being the best is a huge benefit.

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