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POWER PACKED WORDS

TO: All Facilitators and Students

Many psychologists have come to agree that certain words have more of an emotional or rational impact on people. One of the earliest and most complete lists is as follows (asterisk denotes the 12 most persuasive words as was determined at Yale University):

- | | |
|-------------|--------------|
| * Discovery | * Easy |
| * Free | * Guaranteed |
| * Health | * Love |
| * Money | * New |
| * Proven | * Results |
| * Save | * You |

- | | | |
|-------------|-------------|-------------|
| Admired | Ambition | Bargain |
| Beauty | Clean | Courtesy |
| Durable | Economical | Efficient |
| Elegance | Engineered | Enormous |
| Excel | Fun | Genuine |
| Growth | Home | Hunting |
| Independent | Innovation | Integrity |
| Low-Cost | Modern | Mother |
| Necessary | Obligation | Personality |
| Popular | Progress | Quality |
| Recommended | Relief | Reputation |
| Rugged | Safe | Scientific |
| Status | Stimulating | Stylish |
| Successful | Sympathy | Tasteful |
| Tested | Thinking | Time-Saving |
| Up-to-date | Value | Versatile |

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