

## 10 WORDS THAT CAPTURE ATTENTION

Certain words hold more weight and capture more eyeballs. Here are ten powerful direct marketing terms and how they fit with senior living marketing.

### 1. NEW

Who doesn't like new, right? People who don't like change, for one. This word can get tricky when talking to seniors about moving to a community. New relationships, new menu items? Good. New life, new routine? Maybe not.

### 2. SAVE

We have to be careful here too. Saving money is great. But for certain audiences, discounts and deals can seem gimmicky. Also, research has found that, when it comes to quality of life, money isn't as important to seniors as a connection with community and family.

### 3. SAFETY/SAFE

This idea is particularly strong when talking to adult children who don't want to worry about Mom and Dad.

### 4. PROVEN

This is important when people are making a decision for their future. But be sure you can prove whatever you're saying is proven. If you can't, it's an empty word at best. At worst, you lose credibility.

### 5. LOVE

Everyone wants to feel love. But they're not likely to just throw their love around willy-nilly. So the word should be used carefully too.

### 6. DISCOVER

This is a nice verb for a call to action, but saying why you want the reader to discover it is key. "Discover Terrific Hills retirement community" doesn't offer a whole lot of incentive.

### 7. GUARANTEE

If you can truly guarantee it, go for it.

### 8. HEALTH

In senior living, we use this word a lot. Which means it could be glossed over, like when someone tells me my dreams can come true. It's important to support common words like "health" with unique ideas, programs or other proof points that set your community apart from your competition.

### 9. RESULTS

See "proven" and "guarantee."

### 10. YOU

While Smokey Bear and Uncle Sam had great success with it, pointing at people and pressuring them to save lives probably isn't right for senior living. But offering personal benefit and exclusivity can be very effective. It's also worth noting that people like to see their names on stuff - perfect for personalized email marketing messages and direct mail headlines.

The key to using any of these words is to have a strategy behind it. You can't just toss them out there and expect them to magically work. There's more to it than that. The science of advertising helps set the stage for the art. When the two converge, no matter what you're saying, your message becomes more valid.

\*Tip: Avoid putting a bunch of powerful words in one sentence. It's weird, isn't it?