

The Synonym Finder

Writing vivid, descriptive copy isn't easy. Painting a lively picture about an item in fifty words or less that also spouts benefits and features can be a challenge.

Sometimes, when you're writing lots of copy, you'll find yourself using certain adjectives over and over again. It's a trap we all tumble into. Especially if you're describing many similar items.

Besides being repetitive, your word choice may contain those "non-descriptive" descriptive words. You know, like *great, wonderful, beautiful...* they add no value to the copy and waste precious space.

So where does a copywriter turn when she's writing her fifth hoof pick description and has run out of adjectival ideas?

When I reach that point, I reach for *The Synonym Finder*.

The Synonym Finder is a book by J.I. Rodale. It contains over 1 million synonyms and only synonyms. I doubt you'll find a more comprehensive thesaurus. (I know I've looked high and low and have not found anything better.)

And it's easy to use. Alphabetized like a dictionary, words are simple to find. You'll uncover more than you'll know what to do with. Sure beats the thesaurus offered in MS Word.

Best of all, your copy will go from dull to dynamite. And you'll no longer suffer from writer's block, struggling to remember that elusive word that will make your copy complete.

You can buy *The Synonym Finder* on Amazon.com. I highly recommend it!