

Power Words & Phrases

Power words and phrases are an important element in your copy, whether you are writing an email or a sales page. These powerful, influential words help your target audience identify with specific feelings and connect emotionally with your information, a situation, or a product. Depending on where you use power words, they can also help persuade your audience as well as motivate action, among other things. In short, power words drive your audience down the road you want them to travel – through your sales funnel tunnel.

Contrary to what some people say, every “emotion provoking” word isn’t an effective power word or phrase. That is because in order to be effective, your target audience must be able to identify with the feelings you describe in your story/scenario. That means, you absolutely must understand the problem and the associated feelings inside out and upside-down. BUT you must also know what strongly motivates them – enough to take action and make a change. In other words, you have to use the words that hold meaning for them, under the given circumstances.

Depending on your niche, audience, and the context in which the words are used, these power words and phrases can work well in your copy to motivate readers to follow your lead and take action. Combine and include the power words/phrases in your sales copy that will effectively lead your readers to take action.

1. #1 _____ recommended
2. 10 (ways) to _____
3. _____’s choice
4. _____-resistant
5. abuse
6. act now
7. action steps
8. action-oriented
9. action-packed
10. advanced
11. agony
12. all-in-one
13. all-star lineup
14. amazing
15. anonymous
16. apocalypse
17. Armageddon
18. arrogant
19. assault
20. at last
21. at your fingertips
22. attention
23. audacity
24. authentic
25. automatic
26. autopilot
27. available 24 hours a day, 7 days a week
28. available morning, noon, and night
29. awe-inspiring
30. backbone
31. backdoor
32. backed

33. backlash
34. backstabbing
35. banned
36. bargain
37. beat down
38. beating
39. behind the scenes
40. belief
41. best
42. best selling
43. beware
44. billion
45. black market
46. blacklisted
47. blinded
48. blissful
49. blockbuster
50. blood
51. bloodbath
52. bloodcurdling
53. bloody
54. bomb
55. bonanza
56. bonus
57. boost
58. bootleg
59. bootstrap
60. bravery
61. brazen
62. breakdown
63. breakout
64. breakthrough
65. breathtaking
66. bright
67. brutally honest
68. built for life
69. built to last
70. bully
71. bumbling
72. bumbling
73. by popular demand
74. cancel anytime
75. cash
76. catastrophe
77. caution
78. censored
79. certified
80. change
81. charter
82. cheap
83. collapse
84. comfort
85. competitive
86. complete
87. concealed
88. confessions
89. confidential
90. conquer
91. conspiracy
92. controversial
93. convenience
94. courage
95. covert
96. cover-up
97. coward
98. craftsmanship
99. crave
100. crazy
101. create
102. cripple
103. crisis
104. critically acclaimed
105. crooked
106. crush

107. danger
108. daring
109. deadly
110. death
111. defiance
112. defy
113. delight
114. depraved
115. destiny
116. destroy
117. devastating
118. devoted
119. dirty
120. disastrous
121. discount
122. disgusting
123. dollar
124. double
125. dramatically increase
126. drowning
127. eager
128. easy assembly
129. easy care
130. easy to understand
131. easy-access
132. easy-to-use
133. embarrassing
134. empower
135. endless possibilities
136. endorsed
137. energize
138. excited
139. exciting
140. exclusive
141. experience
142. expertly crafted
143. explode
144. exploit
145. exposed
146. extra
147. extraordinary
148. eye-opening
149. eye-popping
150. fabulous
151. fabulous news
152. fact
153. fail
154. faith
155. fearless
156. feast
157. feeble
158. finally
159. fine-toothed comb
160. fired
161. fired up
162. first
163. flailing
164. focus
165. fool
166. fooled
167. forbidden
168. force-fed
169. forgotten
170. fortune
171. foul
172. frantic
173. free
174. free delivery
175. free shipping
176. freebie
177. frenzy
178. frightening
179. from scratch
180. frugal

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|------|-----------------------------------|------|---------------------------|
| 181. | fulfill | 218. | in a hurry |
| 182. | fully assembled | 219. | increase |
| 183. | gambling | 220. | incredible |
| 184. | gift | 221. | inexpensive |
| 185. | good news | 222. | innovative |
| 186. | grand opening | 223. | inside |
| 187. | grateful | 224. | insider |
| 188. | great news | 225. | instant |
| 189. | grit | 226. | instantly |
| 190. | guarantee | 227. | instrumental |
| 191. | guaranteed | 228. | introducing |
| 192. | gullible | 229. | invasion |
| 193. | guts | 230. | ironclad |
| 194. | hack | 231. | irresistible |
| 195. | hands-free | 232. | jail |
| 196. | happy | 233. | jaw-dropping |
| 197. | hard-hitting | 234. | jeopardy |
| 198. | hate | 235. | knockout |
| 199. | have them eating out of your hand | 236. | know it all |
| 200. | hazardous | 237. | laboratory tested |
| 201. | heart | 238. | last chance |
| 202. | heavy duty | 239. | last minute |
| 203. | helpless | 240. | latest |
| 204. | hero | 241. | lawsuit |
| 205. | hidden | 242. | leapfrog |
| 206. | high-profit | 243. | leave [them] in your dust |
| 207. | hoax | 244. | lies |
| 208. | holocaust | 245. | lifetime |
| 209. | hope | 246. | limited |
| 210. | horrific | 247. | loathsome |
| 211. | hottest | 248. | lonely |
| 212. | how to | 249. | long-term |
| 213. | hurricane | 250. | looming |
| 214. | hypnotic | 251. | loser |
| 215. | illegal | 252. | lost |
| 216. | important | 253. | love |
| 217. | improved | 254. | low-cost |

255. lunatic
256. lurking
257. luxurious
258. lying
259. magic
260. magnetic
261. major breakthrough
262. marked down
263. massive
264. master
265. maximize
266. measurable results
267. meltdown
268. mind-blowing
269. minimal work
270. mistake
271. money
272. money-back
273. money-grubbing
274. most trusted
275. naughty
276. nest egg
277. never-before-seen
278. new
279. nightmare
280. no expertise required
281. no good
282. no obligation
283. no problem!
284. no questions asked
285. no risk
286. no strings attached
287. no-holds-barred
288. nonstop
289. now
290. obnoxious
291. off the charts
292. official
293. off-limits
294. on demand
295. only
296. outlawed
297. overcome
298. painful
299. pale
300. pales in comparison
301. panic
302. paralyzed
303. pay zero
304. payback
305. peace of mind
306. perfect fit
307. personal service
308. pitfall
309. plague
310. played
311. pluck
312. plummet
313. plunge
314. poison
315. poor
316. pound
317. powerful
318. powerhouse
319. premiere
320. preposterous
321. prestigious
322. prison
323. privacy
324. private
325. prize
326. profit
327. profitable
328. protected

329. proven
330. provocative
331. pull no punches
332. pummel
333. punish
334. quadruple
335. quick
336. quickly
337. quickly and easily
338. ready to ship
339. real-world
340. reduced
341. refugee
342. refund
343. relief
344. remarkably _____
345. research
346. responsive
347. results
348. reveal
349. revealed
350. revealing
351. revenge
352. revolting
353. rich
354. risky
355. riveting
356. rush delivery
357. ruthless
358. satisfaction guaranteed
359. save
360. savings
361. scandalous
362. scary
363. scientific
364. scream
365. secret weapon
366. secrets
367. secure
368. seize
369. sensational
370. sensual
371. shameless
372. shatter
373. shocking
374. shortcut
375. shrewd
376. sick and tired
377. silly
378. simple
379. sinful
380. skyrocket
381. slave
382. sleazy
383. sleeping
384. smash
385. smug
386. sneak preview
387. sniveling
388. snob
389. snooty
390. snotty
391. soaring
392. spectacular
393. spine
394. spirit
395. staggering
396. startling
397. steamy
398. step-by-step
399. strange
400. strangle
401. stuck up
402. stunning

- 403. stupid
- 404. surge
- 405. surprising
- 406. surrender
- 407. sweaty
- 408. taboo
- 409. tailspin
- 410. tantalizing
- 411. targeted
- 412. teetering
- 413. terror
- 414. tested
- 415. thrilling
- 416. time-sensitive
- 417. time-tested
- 418. toxic
- 419. trade secret
- 420. transform
- 421. trap
- 422. treasure
- 423. tricks
- 424. triple
- 425. triumph
- 426. true-to-life
- 427. trust
- 428. try before you buy
- 429. ultimate
- 430. ultra-simple
- 431. unauthorized
- 432. unbelievable
- 433. uncensored
- 434. unconditional
- 435. uncovered
- 436. underhanded
- 437. understand
- 438. unlimited
- 439. unparalleled
- 440. unrestricted
- 441. unrivaled
- 442. unsurpassed
- 443. uplifting
- 444. urgent
- 445. vaporize
- 446. verify
- 447. vibrant
- 448. victim
- 449. victory
- 450. vindication
- 451. volatile
- 452. vulnerable
- 453. wanted
- 454. wanton
- 455. warning
- 456. we pay the tax
- 457. whip up
- 458. whopping
- 459. will make you
- 460. withheld
- 461. without breaking the bank
- 462. worldwide delivery
- 463. worry
- 464. wounded
- 465. yes