



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.

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| 1. #1 _____ recommended | 12. all-in-one |
| 2. 10 (ways) to _____ | 13. all-star lineup |
| 3. _____'s choice | 14. amazing |
| 4. _____-resistant | 15. anonymous |
| 5. abuse | 16. apocalypse |
| 6. act now | 17. Armageddon |
| 7. action steps | 18. arrogant |
| 8. action-oriented | 19. assault |
| 9. action-packed | 20. at last |
| 10. advanced | 21. at your fingertips |
| 11. agony | 22. attention |

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| 23. audacity | 59. bootstrap |
| 24. authentic | 60. bravery |
| 25. automatic | 61. brazen |
| 26. autopilot | 62. breakdown |
| 27. available 24 hours a day, 7 days a week | 63. breakout |
| 28. available morning, noon, and night | 64. breakthrough |
| 29. awe-inspiring | 65. breathtaking |
| 30. backbone | 66. bright |
| 31. backdoor | 67. brutally honest |
| 32. backed | 68. built for life |
| 33. backlash | 69. built to last |
| 34. backstabbing | 70. bully |
| 35. banned | 71. bumbling |
| 36. bargain | 72. bumbling |
| 37. beat down | 73. by popular demand |
| 38. beating | 74. cancel anytime |
| 39. behind the scenes | 75. cash |
| 40. belief | 76. catastrophe |
| 41. best | 77. caution |
| 42. best selling | 78. censored |
| 43. beware | 79. certified |
| 44. billion | 80. change |
| 45. black market | 81. charter |
| 46. blacklisted | 82. cheap |
| 47. blinded | 83. collapse |
| 48. blissful | 84. comfort |
| 49. blockbuster | 85. competitive |
| 50. blood | 86. complete |
| 51. bloodbath | 87. concealed |
| 52. bloodcurdling | 88. confessions |
| 53. bloody | 89. confidential |
| 54. bomb | 90. conquer |
| 55. bonanza | 91. conspiracy |
| 56. bonus | 92. controversial |
| 57. boost | 93. convenience |
| 58. bootleg | 94. courage |

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| 95. covert | 131. easy-access |
| 96. cover-up | 132. easy-to-use |
| 97. coward | 133. embarrassing |
| 98. craftsmanship | 134. empower |
| 99. crave | 135. endless possibilities |
| 100. crazy | 136. endorsed |
| 101. create | 137. energize |
| 102. cripple | 138. excited |
| 103. crisis | 139. exciting |
| 104. critically acclaimed | 140. exclusive |
| 105. crooked | 141. experience |
| 106. crush | 142. expertly crafted |
| 107. danger | 143. explode |
| 108. daring | 144. exploit |
| 109. deadly | 145. exposed |
| 110. death | 146. extra |
| 111. defiance | 147. extraordinary |
| 112. defy | 148. eye-opening |
| 113. delight | 149. eye-popping |
| 114. depraved | 150. fabulous |
| 115. destiny | 151. fabulous news |
| 116. destroy | 152. fact |
| 117. devastating | 153. fail |
| 118. devoted | 154. faith |
| 119. dirty | 155. fearless |
| 120. disastrous | 156. feast |
| 121. discount | 157. feeble |
| 122. disgusting | 158. finally |
| 123. dollar | 159. fine-toothed comb |
| 124. double | 160. fired |
| 125. dramatically increase | 161. fired up |
| 126. drowning | 162. first |
| 127. eager | 163. flailing |
| 128. easy assembly | 164. focus |
| 129. easy care | 165. fool |
| 130. easy to understand | 166. fooled |

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| 167. forbidden | 203. helpless |
| 168. force-fed | 204. hero |
| 169. forgotten | 205. hidden |
| 170. fortune | 206. high-profit |
| 171. foul | 207. hoax |
| 172. frantic | 208. holocaust |
| 173. free | 209. hope |
| 174. free delivery | 210. horrific |
| 175. free shipping | 211. hottest |
| 176. freebie | 212. how to |
| 177. frenzy | 213. hurricane |
| 178. frightening | 214. hypnotic |
| 179. from scratch | 215. illegal |
| 180. frugal | 216. important |
| 181. fulfill | 217. improved |
| 182. fully assembled | 218. in a hurry |
| 183. gambling | 219. increase |
| 184. gift | 220. incredible |
| 185. good news | 221. inexpensive |
| 186. grand opening | 222. innovative |
| 187. grateful | 223. inside |
| 188. great news | 224. insider |
| 189. grit | 225. instant |
| 190. guarantee | 226. instantly |
| 191. guaranteed | 227. instrumental |
| 192. gullible | 228. introducing |
| 193. guts | 229. invasion |
| 194. hack | 230. ironclad |
| 195. hands-free | 231. irresistible |
| 196. happy | 232. jail |
| 197. hard-hitting | 233. jaw-dropping |
| 198. hate | 234. jeopardy |
| 199. have them eating out of your hand | 235. knockout |
| 200. hazardous | 236. know it all |
| 201. heart | 237. laboratory tested |
| 202. heavy duty | 238. last chance |

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| 239. last minute | 275. naughty |
| 240. latest | 276. nest egg |
| 241. lawsuit | 277. never-before-seen |
| 242. leapfrog | 278. new |
| 243. leave [them] in your dust | 279. nightmare |
| 244. lies | 280. no expertise required |
| 245. lifetime | 281. no good |
| 246. limited | 282. no obligation |
| 247. loathsome | 283. no problem! |
| 248. lonely | 284. no questions asked |
| 249. long-term | 285. no risk |
| 250. looming | 286. no strings attached |
| 251. loser | 287. no-holds-barred |
| 252. lost | 288. nonstop |
| 253. love | 289. now |
| 254. low-cost | 290. obnoxious |
| 255. lunatic | 291. off the charts |
| 256. lurking | 292. official |
| 257. luxurious | 293. off-limits |
| 258. lying | 294. on demand |
| 259. magic | 295. only |
| 260. magnetic | 296. outlawed |
| 261. major breakthrough | 297. overcome |
| 262. marked down | 298. painful |
| 263. massive | 299. pale |
| 264. master | 300. pales in comparison |
| 265. maximize | 301. panic |
| 266. measurable results | 302. paralyzed |
| 267. meltdown | 303. pay zero |
| 268. mind-blowing | 304. payback |
| 269. minimal work | 305. peace of mind |
| 270. mistake | 306. perfect fit |
| 271. money | 307. personal service |
| 272. money-back | 308. pitfall |
| 273. money-grubbing | 309. plague |
| 274. most trusted | 310. played |

311. pluck	347. results
312. plummet	348. reveal
313. plunge	349. revealed
314. poison	350. revealing
315. poor	351. revenge
316. pound	352. revolting
317. powerful	353. rich
318. powerhouse	354. risky
319. premiere	355. riveting
320. preposterous	356. rush delivery
321. prestigious	357. ruthless
322. prison	358. satisfaction guaranteed
323. privacy	359. save
324. private	360. savings
325. prize	361. scandalous
326. profit	362. scary
327. profitable	363. scientific
328. protected	364. scream
329. proven	365. secret weapon
330. provocative	366. secrets
331. pull no punches	367. secure
332. pummel	368. seize
333. punish	369. sensational
334. quadruple	370. sensual
335. quick	371. shameless
336. quickly	372. shatter
337. quickly and easily	373. shocking
338. ready to ship	374. shortcut
339. real-world	375. shrewd
340. reduced	376. sick and tired
341. refugee	377. silly
342. refund	378. simple
343. relief	379. sinful
344. remarkably _____	380. skyrocket
345. research	381. slave
346. responsive	382. sleazy

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| 383. sleeping | 419. trade secret |
| 384. smash | 420. transform |
| 385. smug | 421. trap |
| 386. sneak preview | 422. treasure |
| 387. sniveling | 423. tricks |
| 388. snob | 424. triple |
| 389. snooty | 425. triumph |
| 390. snotty | 426. true-to-life |
| 391. soaring | 427. trust |
| 392. spectacular | 428. try before you buy |
| 393. spine | 429. ultimate |
| 394. spirit | 430. ultra-simple |
| 395. staggering | 431. unauthorized |
| 396. startling | 432. unbelievable |
| 397. steamy | 433. uncensored |
| 398. step-by-step | 434. unconditional |
| 399. strange | 435. uncovered |
| 400. strangle | 436. underhanded |
| 401. stuck up | 437. understand |
| 402. stunning | 438. unlimited |
| 403. stupid | 439. unparalleled |
| 404. surge | 440. unrestricted |
| 405. surprising | 441. unrivaled |
| 406. surrender | 442. unsurpassed |
| 407. sweaty | 443. uplifting |
| 408. taboo | 444. urgent |
| 409. tailspin | 445. vaporize |
| 410. tantalizing | 446. verify |
| 411. targeted | 447. vibrant |
| 412. teetering | 448. victim |
| 413. terror | 449. victory |
| 414. tested | 450. vindication |
| 415. thrilling | 451. volatile |
| 416. time-sensitive | 452. vulnerable |
| 417. time-tested | 453. wanted |
| 418. toxic | 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