

## GREED WORDS

Bargain	Frenzy	Price break
Before	Frugal	Prize
Best	Gift	Profit
Big	Giveaway	Quadruple
Billion	Greatest	Quick
Bonanza	Guilt-free	Reduced
Bonus	Hurry	Rich
Cash	Inexpensive	Running out
Cheap	Instantly	Sale ends soon
Deadline	Jackpot	Save
Discount	Last chance	Savings
Dollar	Limited	Six-figure
Don't miss out	Luxurious	Skyrocket
Double	Marked down	Soaring
Economical	Massive	Special
Exclusive	Monetize	Surge
Expires	Money	Treasure
Explode	More	Triple
Extra	Nest egg	Ultimate
Fast	Never again	Up-sell
Feast	New	Value
Final	Now	While they last
First	Pay zero	Whopping
Fortune	Premiere	



## FEAR WORDS

Agony	Fool	Pummel
Annihilate	Fooled	Pus
Apocalypse	Frantic	Reckoning
Armageddon	Frightening	Refugee
Assault	Gambling	Revenge
Backlash	Gullible	Risky
Beating	Hack	Savage
Beware	Hazardous	Scary
Blinded	Hoax	Scream
Blood	Holocaust	Searing
Bloodbath	Horrific	Shatter
Bloodcurdling	Hurricane	Shellacking
Bloody	Insidious	Silly
Bomb	Invasion	Slaughter
Bufoon	IRS	Slave
Bumbling	Jail	Smash
Cadaver	Jeopardy	Strangle
Cataclysmic	Lawsuit	Stupid
Catastrophe	Looming	Suck
Caution	Lunatic	Suffering
Collapse	Lurking	Tailspin
Corpse	Meltdown	Tank
Crazy	MiredMistake	Targeted
Cripple		Teetering

## FEAR WORDS CONT.

Crisis	Murder	Terror
Danger	Nightmare	Terrorist
Dangerous	Painful	Torture
Deadly	Pale	Toxic
Death	Panic	Tragedy
Destroy	Peril	Trap
Devastating	Piranha	Trauma
Disastrous	Pitfall	Vaporize
Drowning	Plague	Victim
Dumb	Played	Volatile
Embarrass	Plummet	Vulnerable
Epidemic	Plunge	Warning
Fail	Poison	Worry
Feeble	Poor	Wounded
Fired	Prison	Wreaking havoc

## ANGER WORDS

Abuse	Force-fed	Rant
Agitate	Foul	Revolting
Annoy	Greedy	Ruthless
Arrogant	Hate	Screw
Ass kicking	Hostile	Sick and Tired
B.S.	Know it all	Smug
Backstabbing	Lies	Sneaky
Beat down	Loathsome	Sniveling
Boil over	Loser	Snob
Broke	Lying	Snooty
Brutal	Maul	Snotty
Buffoon	Miff	Stink
Bullshit	Money-grubbing	Stuck up
Bully	Morally	Thug
Corrupt	bankrupt	Underhanded
Coward	No Good	Vicious
Crooked	Obnoxious	Victim
Crush	Payback	Violent
Diatribes	Pitiful	Waste
Diminish	Pound	Weak
Disgusting	Preposterous	Worst
Evil	Provoke	Wounded
Exploit	Punish	
Fear	Raise hel	

## LUST WORDS

Alluring	Lascivious	Sex
Brazen	Lick	Shameless
Captivating	Lonely	Sinful
Charismatic	Lovely	Sleazy
Compelling	Lust	Sleeping
Crave	Magnetic	Spank
Depraved	Mind-blowing	Steamy
Desire	Mischievous	Stimulating
Dirty	Mouthwatering	Striking
Enchanting	Naked	Sweaty
Engaging	Naughty	Tantalizing
Exotic	Obsession	Tawdry
Exposed	Passionate	Tease
Exposed	Pleasurable	Thrilling
Fascinating	Promiscuous	Uncensored
Flirt	Provocative	Urge
Forbidden	Riveting	Wanton
Hypnotic	Scandalous	Whip
Intriguing	Sensual	Wild

# POWER WORDS

## TRUST WORDS

According to	Ensured	Proven
Accredited	Expert	Recession-proof
Anonymous	Fully refundable	Recognized
Approved	Genuine	Refund
Authentic	Guaranteed	Reliable
Authoritative	Improved	Research
Authority	Ironclad	Results
Backed	Lifetime	Safety
Because	Money-back	Scientifically
Best	No obligation	proven
Best selling	No questions	Secure
Bona fide	asked	Studies show
Cancel anytime	No risk	Tested
Case study	No strings	Track record
Certified	attached	Try before you
Dependable	Official	buy
Don't worry	Pay zero	Unconditional
Endorsed	Privacy	Verify
	Professional	Well respected
	Protected	Worldwide



## SLOTH WORDS

Accessible	Freebie	On demand
All-inclusive	Gift	Painless
Basic	Guide	Pattern
Building blocks	How-to	Picnic
Cheat sheet	In less than	Piece of cake
Child's play	In record time	Plain
Cinch	Index	Printable
Clear	Ingredients	Quick
Complete	Instant	Ready
Components	Itemized	Replicate
Comprehensive	Kickstart	Report
Copy	Light	Roadmap
Downloadable	List	Simple
Easy	Manageable	Simple as ABC
Economical	Manifest	Smooth
Efficient	Mere	Smooth sailing
Effortless	Minutes	Snap
Elementary	Model	Straightforward
Elements	Mold	Steal
Factors	No nonsense	Steps
Fail-proof	No problem	Swipe
Fill in the blanks	No sweat	Template
Formula	Nothing to it	Tools
Free	Now	Uncomplicated

## CURIOSITY WORDS

Astonishing	Hush-hush	Shocking
Backdoor	Illegal	Smuggled
Banned	Illusive	Sneak peak
Be the first	Incredibly	Spoiler
Become an insider	Insane	Strange
Behind the scenes	Insider	Stunning
Bizarre	Interesting	Supersecret
Black market	Invitation only	Thought-provoking
Blacklisted	Key	Top secret
Bootleg	Limited	Trade secret
Censored	Little-known	Unauthorized
Class full	Login required	Unbelievable
Classified	Lost	Uncharted
Closet	Members only	Unconventional
Concealed	Myths	Under the table
Confessions	Odd	Under wraps
Confidential	Off the record	Underground
Controversial	Off-limits	Undiscovered
Cover-up	On the QT	Unexplained
Covert	Outlawed	Unexplored
Crazy	Priceless	Unheard of
Cringeworthy	Private	Unique
Dark	Privy	Unlock
Elusive	Psycho	Unsung
Extraordinary	Remote	Untold
Eye-opening	Restricted	Unusual
Forbidden	Ridiculous	Wacky
Forgotten	Secret	Withheld
Hidden	Secrets	Zany
Hilarious	Shh!	



## VANITY WORDS

Ahead of the game	Elegant	Quick-witted
Amazing	Elite	Remarkable
Amplify	Enchant	Sassy
At the top	Epic	Saucy
Attractive	Fearless	Sensational
Awe-inspiring	Fortunate	Smart
Beautiful	Foxy	Spectacular
Bold	Genius	Spine
Booming	Good-looking	Staggering
Boost	Gorgeous	Strong
Boss	Guts	Stunning
Brassy	Handsome	Successful
Bravery	Hero	Super-human
Brazen	Jaw-dropping	Triumph
Bright	Jubilant	Turbo charge
Brilliant	Kick ass	Ultimate
Cheer	Knockout	Unbeaten
Clever	Legendary	Undefeated
Conquer	Lucky	Valor
Courage	Magic	Vanquish
Crowned	Mind-blowing	Victory
Daring	Moneymaking	Wealthy
Dazzling	Notable	Wonderful
Defiance	Noteworthy	Wondrous
Drop-dead	Optimal	You
Effective	Prosperous	

# POWER WORDS

## **GREED WORDS**

Greed is the natural human tendency to want more stuff than we actually need. These power words can trigger that tendency by playing on scarcity and loss aversion, or simply by making something sound more valuable.

## **CURIOSITY WORDS**

According to curiosity-drive theory, curiosity is a naturally occurring urge that simply must be satisfied. These power words will make your blog post headlines, email subject lines and landing page headlines impossible to resist.

## **SLOTH WORDS**

Sloth is the avoidance of work: people are not motivated to do more than the absolute minimum work to achieve their online aims. Use these power words to make your lead magnets sound more digestible, to make your products sound more useful, and to make your headlines more enticing.

## **LUST WORDS**

Lust is usually thought of as sexual, but it's actually just an intense desire for any item. When we lust after something, we crave it so badly that we stop thinking rationally. Use these tantalizing power words to amplify that craving.

## **VANITY WORDS**

You may not think of yourself as "vain", however, researchers have found that vanity is one of the chief driving forces that lead to purchase decisions. The fact is, we buy into things because of how we think they will make us look: both to others, and to ourselves. Use these power words to show how your offer (whether it's a product, service, or lead magnet) will make your visitor look more attractive and more successful.

# POWER WORDS

## TRUST WORDS

Have you ever stopped to think that trust is really what content and email marketing is all about? Whether you are writing blog posts, creating signup forms, sending emails, or tweaking your product pages, the real purpose behind all of that is to build trust between the consumer and your brand. Use these power words to speed up the trust-building process.

## ANGER WORDS

Anger has a huge influence on our perception, reasoning, and decisions. Stirring up the emotion of anger in your visitors and customers is a bad idea, when it is targeted at your company. However, it can also work for you, if the anger is directed at something else. Think about what makes your prospect angry about your industry. Stir up those emotions with these power words, and then provide the solution.

## FEAR WORDS

Fear is perhaps the most powerful motivator of all. It's that primal instinct that keeps us safe, that keeps us alive. If you want to inspire your readers to take action, use these power words to make them fearful of what might happen if they don't.

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