



OVER 700
Power Words
TO
DOUBLE YOUR
EMAIL OPEN RATES

FEAR OF MISSING OUT WORDS

Fear of missing out (FOMO) is a serious marketing tool! Let's get real, no one likes to feel like they are missing out on something GOOD! This fear of missing out makes your subscriber more likely to take ACTION.

“ Power words are words of persuasion used to trigger a favorable emotional or psychological response in the reader. They engage the reader's imagination. ”

Bargain
Before
Best
Big
Billion
Bonanza
Bonus
Cash
Cheap
Deadline
Discount
Dollar
Don't miss out
Double
Economical
Exclusive
Expires
Explode

Extra
Fast
Feast
Final
First
Fortune
Frenzy
Frugal
Gift
Giveaway
Greatest
Guilt-free
Hurry
Inexpensive
Instantly
Jackpot
Last chance
Limited

Luxurious
Marked down
Massive
Monetize
Money
More
Nest egg
Never again
New
Now
Pay zero
Premiere
Price break
Prize
Profit
Quadruple
Quick
Reduced

Rich
Running out
Sale ends soon
Save
Savings
Six-figure
Skyrocket
Soaring
Special
Surge
Treasure
Triple
Ultimate
Up-sell
Value
While they last
Whopping

CURIOSITY WORDS

Curiosity may have killed the cat, but it sure makes our life as marketers much easier! Research has shown that curiosity is one of the most powerful triggers for taking action. Since we as humans have a hard time resisting curiosity, strategic use of power words makes it almost impossible for us not to click, read, and even share!

Astonishing

Backdoor

Banned

Be the first

Become an insider

Behind the scenes

Bizarre

Black market

Blacklisted

Bootleg

Censored

Class full

Classified

Closet

Concealed

Confessions

Confidential

Controversial

Cover-up

Covert

Crazy

Cringeworthy

Dark

Elusive

Extraordinary

Eye-opening

Forbidden

Forgotten

Hidden

Hilarious

Hush-hush

Illegal

Illusive

Incredibly

Insane

Insider

Interesting

Invitation only

Key

Limited

Little-known

Login required

Lost

Members only

Myths

Odd

Off the record

Off-limits

On the Downlow

Outlawed

Priceless

Private

Privy

Psycho

Remote

Restricted

Ridiculous

Secret

Secrets

Shh!

Shocking

Smuggled

Sneak peek

Spoiler

Strange

Stunning

Super secret

Thought-provoking

Top secret

Trade secret

Unauthorized

Unbelievable

Uncharted

Unconventional

Under the table

Under wraps

Underground

Undiscovered

Unexplained

Unexplored

Unheard of

Unique

Unlock

Unsung

Untold

Unusual

Wacky

withheld

Zany



QUICK & EASY WORDS

People want QUICK and EASY, and they are motivated by the promise that they can achieve something without a lot of effort. Use these words to make your content sound snackable and DOABLE.

Accessible
All-inclusive
Basic
Building blocks
Cheat sheet
Child's play
Cinch
Clear
Complete
Components
Comprehensive
Copy
Downloadable
Easy
Economical
Efficient
Effortless
Elementary
Elements
Factors
Fail-proof

Fill in the blanks
Formula
Free
Freebie
Gift
Guide
How-to
In less than
In record time
Index
Ingredients
Instant
Itemized
Kickstart
Light
List

Manageable
Manifest
Mere
Minutes
Model
Mold
No nonsense
No problem
No sweat
Nothing to it
Now
On demand

Painless
Pattern
Picnic
Piece of cake
Plain
Printable
Quick
Ready
Replicate
Report
Roadmap
Simple
Simple as ABC
Smooth
Smooth sailing
Snap
Straightforward
Steal
Steps
Swipe
Template
Tools
Uncomplicated



VANITY WORDS

Research shows that vanity is one of the top driving forces that lead to purchasing decisions. People buy into things because of how they think it will make them both to themselves and others. Use these power words to make your reader feel that if they take action, they will look better or feel more successful.

Ahead of the game
Amazing
Amplify
At the top
Attractive
Awe-inspiring
Beautiful
Bold
Booming
Boost
Boss
Brassy
Bravery
Brazen

Bright
Brilliant
Cheer
Clever
Conquer
Courage
Crowned
Daring
Dazzling
Defiance
Drop-dead
Effective
Elegant
Elite

Enchant
Epic
Fearless
Fortunate
Foxy
Genius
Good-looking
Gorgeous
Guts
Handsome
Hero
Jaw-dropping
Jubilant
Kick ass
Knockout
Legendary
Lucky
Magic
Mind-blowing
Moneymaking
Notable
Noteworthy
Optimal
Prosperous
Quick-witted
Remarkable

Sassy
Saucy
Sensational
Smart
Spectacular
Spine
Staggering
Strong
Stunning
Successful
Super-human
Triumph
Turbo charge
Ultimate
Unbeaten
Undefeated
Valor
Vanquish
Victory
Wealthy
Wonderful
Wondrous
You



GOTTA-HAVE-IT WORDS

The use of the right words can tantalize your reader to take action. These words can make them feel like they MUST have what you are offering.

Alluring
Brazen
Captivating
Charismatic
Compelling
Crave
Depraved
Desire
Dirty
Enchanting
Engaging
Exotic
Exposed
Fascinating
Flirt

Forbidden
Hypnotic
Intriguing
Lascivious
Lick
Lonely
Lovely
Lust
Magnetic
Mind-blowing
Mischievous
Mouthwatering
Naked
Naughty
Obsession

Passionate
Pleasurable
Promiscuous
Provocative
Riveting
Scandalous
Sensual
Sex
Shameless
Sinful
Sleazy
Sleeping
Spank
Steamy
Stimulating

Striking
Sweaty
Tantalizing
Tawdry
Tease
Thrilling
Uncensored
Urge
Wanton
Whip
Wild



TRUST WORDS

Trust is a valuable thing to earn and it's the bedrock of getting people to buy from you. Whether it is email marketing, blog content, social media posts, live video, etc., your #1 goal should always be to build out the know, like and trust factor. These power words are what is known as "trust" words. I would recommend starting to use them in all the above-mentioned scenarios ;-).

According to
Accredited
Anonymous
Approved
Authentic
Authoritative
Authority
Backed
Because
Best
Best selling
Bona fide

Cancel anytime
Case study
Certified
Dependable
Don't worry
Endorsed
Ensured
Expert
Fully refundable
Genuine
Guaranteed
Improved
Ironclad

Lifetime
Moneyback
No obligation
No questions asked
No risk
No strings attached
Official
Pay zero
Privacy
Professional
Protected
Proven
Recession-proof
Recognized

Refund
Reliable
Research
Results
Safety
Scientifically proven
Secure
Studies show
Tested
Track record
Try before you buy
Unconditional
Verify
Well-respected
Worldwide



FEAR WORDS

Use these words to make your readers take action by making them afraid of what will happen if they don't.

Agony
Annihilate
Apocalypse
Armageddon
Assault
Backlash
Beating
Beware
Blinded
Blood
Bloodbath
Bloodcurdling
Bloody
Bomb
buffoon
Bumbling
Cadaver
Cataclysmic

Catastrophe
Caution
Collapse
Corpse
Crazy
Cripple
Crisis
Danger
Dangerous
Deadly
Death
Destroy
Devastating
Disastrous
Drowning
Dumb
Embarrass
Epidemic
Fail
Feeble
Fired
Fool
Fooled
Frantic
Frightening

Gambling
Gullible
Hack
Hazardous
Hoax
Holocaust
Horrific
Hurricane
Insidious
Invasion
IRS
Jail
Jeopardy
Lawsuit
Looming
Lunatic
Lurking
Meltdown
Mired
Mistake
Murder
Nightmare
Painful
Pale
Panic
Peril
Piranha
Pitfall
Plague
Played
Plummet
Plunge
Poison
Poor
Prison
Pummel
Pus

Reckoning
Refugee
Revenge
Risky
Savage
Scary
Scream
Searing
Shatter
Shellacking
Silly
Slaughter
Slave
Smash
Strangle
Stupid
Suck
Suffering
Tailspin
Tank
Targeted
Teetering
Terror
Terrorist
Torture
Toxic
Tragedy
Trap
Trauma
Vaporize
Victim
Volatile
Vulnerable
Warning
Worry
Wounded
Wreaking havoc



ANGER WORDS

Stirring up emotion, especially anger, is not necessarily a win-win UNLESS the anger is directed at something specific. Think about what makes your reader angry within your space. Stir the pot using these power words and then PROVIDE A SOLUTION!

Abuse
Agitate
Annoy
Arrogant
Ass kicking
B.S.
Backstabbing
Beat down
Boil over
Broke
Brutal
Buffoon
Bullshit
Bully
Corrupt
Coward
Crooked
Crush

Diatribes
Diminish
Disgusting
Evil
Exploit
Fear
Force-fed
Foul
Greedy
Hate
Hostile
Know it all
Lies
Loathsome
Loser
Lying
Maul
Miff

Money-grubbing
Morally bankrupt
Nazi
No Good
Obnoxious
Payback
Pitiful
Pound
Preposterous
Provoke
Punish
Raise hell
Rant
Revolting
Ruthless
Screw
Sick and Tired
Smug

Sneaky
Sniveling
Snob
Snooty
Snotty
Stink
Stuck up
Thug
Underhanded
Vicious
Victim
Violent
Waste
Weak
Worst
Wounded

