

WELCOME PACK

**COPYWRITING
MASTER CLASS**

MASTER CLASS

**POWER UP YOUR COPY
WITH POWER WORDS**

POWER WORDS



Words are, of course, the most powerful drug used by mankind.

-Rudyard Kipling

Power words are the sweet chilli sauce that can take an okay headline and super charge it.

Jon Morrow put together just about the best compilation of power words you will find. And here they are.

You'll notice that many of the words make you feel something. And that's entirely the point. Others are wonderfully descriptive adjectives that help us make our point more vividly.

Use them well and they will accelerate your copywriting.

WORDS ABOUT FEAR

This is one of the biggest lists in this swipe file. And for good reason. Fear is an extremely powerful motivator.

Using strong fear words in your headlines and copy can help you turn a niggling worry into something worth taking action on. Now.

Agony	Fool	Pummel
Apocalypse	Foiled	Poor
Armageddon	Frantic	Prison
Assault	Frightening	Pus
Backlash	Gambling	Reckoning
Beating	Gullible	Refugee
Beware	Hack	Revenge
Blinded	Hazardous	Risky
Blood	Hoax	Scary
Bloodbath	Horrific	Scream
Bloodcurdling	Hurricane	Searing
Bloody	Insidious	Shatter
Bomb	Invasion	Shellacking
Buffoon	Jail	Silly
Bumbling	Jeopardy	Slaughter
Cadaver	Lawsuit	Slave
Catastrophe	Looming	Smash
Caution	Lunatic	Strangle
Collapse	Lurking	Stupid
Corpse	Meltdown	Suck
Crazy	Mired	Tailspin
Cripple	Mistake	Tank
Crisis	Murder	Targeted
Danger	Nightmare	Teetering
Deadly	Painful	Terror
Death	Pale	Terrorist
Destroy	Panic	Toxic
Devastating	Peril	Trap
Disastrous	Piranha	Vaporise
Drowning	Pitfall	Victim
Dumb	Plague	Volatile
Embarrass	Played	Vulnerable
Fail	Plummet	Warning
Feeble	Plunge	Worry
Fired	Poison	Wounded

WORDS WITH PEP

You don't have to be all doom and gloom to get people to take action. Inspiration is just as powerful. Sprinkling these into your copy to give your message a confidence boost.

Amazing
Audacity
Backbone
Belief
Blissful
Bravery
Breathtaking
Cheer
Conquer
Courage
Daring
Defiance
Delight
Devoted
Excited

Eye opening
Faith
Fearless
Fulfil
Grateful
Grit
Guts
Happy
Heart
Hero
Hope
Jaw-dropping
Jubilant
Magic
Mind-blowing

Miracle
Pluck
Sensational
Spectacular
Spine
Spirit
Staggering
Stunning
Surprising
Triumph
Uplifting
Valour
Victory
Wonderful
Wondrous

WORDS WITH SEX APPEAL

Like it or not, sex sells and sexy words can add appeal and intrigue to almost any topic. Using these words, like many of the words in this swipe file, will depend on your audience, product and brand.

Brazen
Crave
Depraved
Dirty
Exposed
Forbidden
Hypnotic
Lascivious
Lick
Lonely

Lust
Naked
Naughty
Provocative
Scandalous
Sensual
Sex
Shameless
Sinful
Sleazy

Sleeping
Spank
Steamy
Sweaty
Tantalising
Tawdry
Thrilling
Uncensored
Wanton
Whip

WORDS THAT PROVOKE

Sometimes we need to give people a good poke to get them to take action. And that's what these words are all about. When you use them unexpectedly, you can maximise their impact.

Abuse
Arrogant
Ass kicking
Backstabbing
Beat down
Bullshit
Bully
Coward
Crooked
Crush
Disgusting
Evil
Force-fed

Foul
Hate
Know it all
Lies
Loathsome
Lose
Lying
Maul
Money-grubbing
Nazi
No Good
Obnoxious
Payback

Pound
Preposterous
Punish
Revolting
Ruthless
Sick and tired
Smug
Snivelling
Snob
Snooty
Stuck up
Underhand

WORDS ABOUT GREED

We're all trying to get more for our money. While these words are often overused, they still push psychological buttons (otherwise known as our 'greed glands').

Bargain
Best
Billion
Bonanza
Cash
Cheap
Discount
Dollar
Double
Explode
Extra
Feast
Fortune

Free
Freebie
Frenzy
Frugal
Gift
Greatest
Inexpensive
Jackpot
Luxurious
Marked down
Massive
Nest egg
Pay zero

Prize
Profit
Quadruple
Reduced
Rich
Savings
Six-figure
Skyrocket
Soaring
Surge
Treasure
Triple
Whopping

WORDS ABOUT SAFETY

There is a reason safety is at the foundation of the motives pyramid. Keeping us safe is what our reptilian brain (or amygdala) takes care of; if you can keep that lizard happy, you're in.

Anonymous	Money back	Refund
Authentic	No obligation	Research
Backed	No questions asked	Results
Best-selling	No risk	Secure
Cancel anytime	No strings attached	Tested
Certified	Official	Try before you buy
Endorsed	Privacy	Verify
Guaranteed	Protected	Unconditional
Ironclad	Proven	
Lifetime	Recession-proof	

WORDS ABOUT SECRECY

What's that? You have a mystery? You have something you're keeping from me? I must know!

This collection of words gives people an itch only you can scratch.

Backdoor	Confidential	Lost
Banned	Controversial	Off limits
Behind the scenes	Covert	Outlawed
Black market	Cover-up	Private
Blacklisted	Forbidden	Secrets
Bootleg	Forgotten	Smuggled
Censored	Hidden	Strange
Concealed	Illegal	Unauthorised
Confessions	Insider	Withheld

These power words aren't just great for headlines. They will spice up your subheadings, calls to action and your body copy too!

Just a reminder that the basis of this collection is the work of Jon Morrow. You can check out the original post I sourced them from [here](#).