

CHEATSHEET

Over

700

POWER WORDS

TO DOUBLE YOUR EMAIL OPEN RATES



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

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.

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	

CURIOSITY WORDS

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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 peak
Spoiler
Strange
Stunning
Supersecret
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	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



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 that 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

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

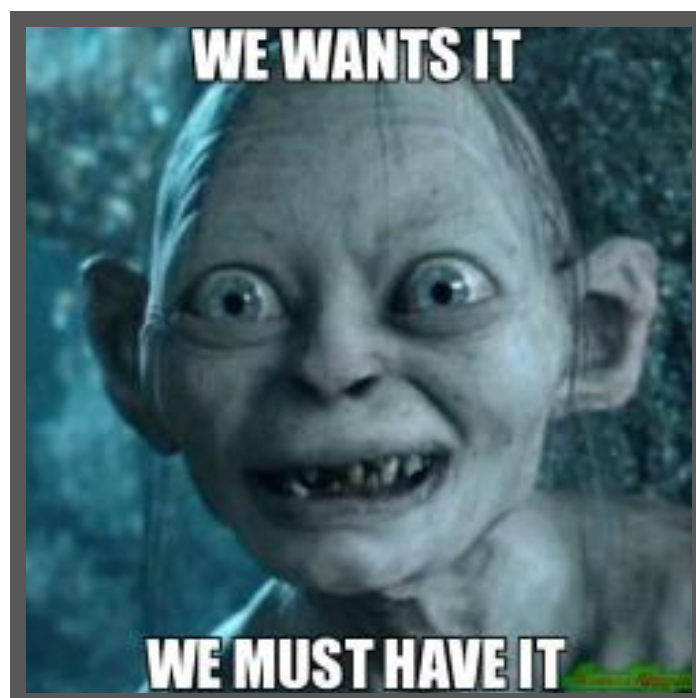
Uncensored

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	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
Bufoen	IRS	Slave
Bumblng	Jail	Smash
Cadaver	Jeopardy	Strangle
Cataclysmic	Lawsuit	Stupid
Catastrophe	Looming	Suck
Caution	Lunatic	Suffering
Collapse	Lurking	Tailspin
Corpse	Meltdown	Tank
Crazy	Mired	Targeted
Cripple	Mistake	Teetering
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

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	Force-fed	Rant
Agitate	Foul	Revolt
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 bankrupt	Thug
Corrupt	Nazi	Underhanded
Coward	No Good	Vicious
Crooked	Obnoxious	Victim
Crush	Payback	Violent
Diatrobe	Pitiful	Waste
Diminish	Pound	Weak
Disgusting	Preposterous	Worst
Evil	Provoke	Wounded
Exploit	Punish	
Fear	Raise hell	

