



## Power words

Mark Twain once said the difference between the right word and the almost right word is “the difference between lightning and a lightning bug.”

**Here is a list of power words that when used in your content will trigger an emotional connection with your reader.**

Amazing	Helpless	Staggering
Announcing	How to	Strong
Attractive	Imagination	Stunning
Authentic	Immediately	Superior
Banned	Improved	Sure fire
Bargain	Instructive	Surging
Breathtaking	Introducing	Surrender
Breakthrough	Jaw-dropping	Survival
Blissful	Jubilant	Taboo
Boost	Just arrived	Tremendous
Competitive	Last minute	Triumph
Confessions	Launching	Ultimate
Conquer	Lavish	Unconditional
Conspiracy	Limited	Under-priced
Controversial	Magic	Unparalleled
Cure	Mind-blowing	Unique
Deadline	Miracle	Unlock
Delight	Monumental	Unscrupulous
Destiny	Never again...	Unsurpassed
Direct	Opportunities	Unusual



Discount	Outstanding	Uplifting
Disinformation	Quality	Valuable
Download	Quick	While it's fresh on your mind
Easily	Rare	Willpower
Empower	Reclaim	Wonderful
Endorsed	Reduced	Wondrous
Energize	Reliable	
Energy	Remarkable	
Enormous	Revolutionary	
Excited	Secret	
Exclusive	Seize	
Exposed	Sensational	
Eye-opening	Shrewd	
Fascinating	Simple	
Fearless	Simplistic	
Focus	Skill	
Forbidden	Special	
Free	Special offer	
Genuine	Spectacular	
Guaranteed		
Helpful		