

Copywriting POWER Words

Put Your Copy On Steroids

Power Words

- ✓ Action
- ✓ **Approve**
- ✓ Astonishing
- ✓ **Bargain**
- ✓ Breakthrough
- ✓ **Catapults**
- ✓ Convert
- ✓ **Critical**
- ✓ Crucial
- ✓ **Despairing**
- ✓ Distinguish
- ✓ **Eradicate**
- ✓ Fascinating
- ✓ **Guesstimate**
- ✓ Implement
- ✓ **Important**
- ✓ Look up
- ✓ **Massive**
- ✓ Miracle
- ✓ **Mistakes**
- ✓ Mouthwatering
- ✓ **Mutate**
- ✓ Originate
- ✓ **Optimize**
- ✓ Powerhouses
- ✓ **Practical**
- ✓ Pulverize
- ✓ **Potential**
- ✓ Researched
- ✓ **Reveals**
- ✓ Unearths
- ✓ **Toolkit**
- ✓ Tested

Power Phrases

- ✓ Profit-Pulling Properties
- ✓ **Simple yet incredibly powerful**
- ✓ Little Known Ways
- ✓ **Proven strategies/Secrets**
- ✓ Cash-flow generator
- ✓ **Stumbled onto**
- ✓ Without any money or risk
- ✓ **Overflowing streams of profit**
- ✓ Earth shattering
- ✓ **Make certain**
- ✓ Little known system
- ✓ **Everyday activities**
- ✓ Mystery/Expert secrets
- ✓ **Legal Loopholes**
- ✓ 100% legal strategy
- ✓ **Time tested secrets**

Weak Words

- ✓ If
- ✓ **Try**
- ✓ Could
- ✓ **Hope**
- ✓ But
- ✓ **Expensive**
- ✓ Sign
- ✓ Contract
- ✓ **Credit Card**

Power Words

- ✓ When
- ✓ **Will**
- ✓ Can
- ✓ **Guarantee**
- ✓ However
- ✓ **Top of the line**
- ✓ Endorse/OK
- ✓ Agreement
- ✓ **Form of Payment**

DON'T USE THE WORD "LEARN" Instead...

- ✓ Find out
- ✓ Unravel
- ✓ Claim
- ✓ Gain access to...