

Power Words Swipe File

One of the most important parts of writing good copy and title is using powerful words.

Power words are shortcut to your reader's emotions. They have the power to turn a set of words with no emotional impact and transform them into something more.

For example, a power word can take this sentence:

You will get a lot of emails.

To this...

You will get an avalanche of emails.

See the difference?

With the help of these words, you can take your readers on an emotional roller coaster. When you're writing copy – which encompasses all the writing you'll do as an inboxer – this will have a powerful effect.

The reason why is that your writing will *influence* the reader. That's important, because if you look at the three types of emails we talked about in the Inbox Blueprint...

- Content emails
- Relationship emails
- Promotional emails

The best of these three emails have an impact on the reader. When somebody reads a content email, they're going to be engaged enough to read through it if the words they're reading are impactful.

Likewise, with relationship emails they'll feel a stronger connection with you if they're emotionally engaged.

With promotional emails, they'll be much more willing to buy from you if they *feel* something – like excitement – when they're reading your copy.

That's why power words are so important. The more power words you have in your copy, the stronger it will be. The stronger your copy is, the more successful you'll be as an inboxer.

This swipe files contains a set of POWERFUL words that have an impact on your readers. Use them generously in everything you write – from the content on your opt-in page to your emails.

a cut above	someone or	something
a heartfelt speech	a heated debate	a pillar of strength
a winning	disposition	absolutely
accomplish	achieve	adore
advice	alluring	appointed
appraised	appreciative	appropriate
approve	arouse	arrogant
artistic	aspire	assist
associated	assume	assuming
assure	astonish	attack
attain	attractive	audited
authentic	authored	authoritative
authority	automated	automatically
avalanche	averted	avoided
awakening	award	awe
awesome	backbone	balanced
bargain	be unique in your	approach
bestly	beautiful	beautify
beauty	believable	benchmark
beneficial	benefited	benefits
best	bewildered	bid
biggest	choice	cinch
clear-cut	colorful	colossal
comfortable	compare	compelling
complete	completely	critical
crucial	daring	dazzling
definite	do you really want this?	worth
fine tune	fire up	fire your boss
first class	first rate	first string
first time offered	five star	flaming hot
fly out of the nest	for a limited time	for preferred customers
forecast the future	formula for	success
fortune to be	made	free bonus with
purchase	free bonuses	free booklet
free gift	free guide	free leads
free sales kit	free solutions	free tips
free trial	fringe benefits	front line
front of the line	fully loaded	gear up
generate more	interest	get a vivid picture
in your mind	get it all	get it while it's hot
get rich quick	get serious	get started today
get up to speed	get with the	program

get your copy now	get yours now	gold mine
good as gold	great news	ground breaker
gung ho	hair raising	hand picked
heart stirring	heavenly results	heavy duty
he's in the money	high caliber	high tech
higher quality	his winning	attitude carried
him through the	trials of the	situation
hit a bullseye	hit homeruns	hit the jackpot
hot shot	hungry agents	I get it
I want to see you	right away	immediate
feedback	immediate	response
income booster	infinite possibilities	inflation fighter
inflation kicker	information center	information central
information	packed	inside secrets
insider information	instant approval	instant bonus
instant results	instantly	invade the market
investigate the	facts	investigate today
it's a gold mine of information	join the big league	
joy	just	just arrived
just introduced	keep	key features
kick some butts	killer	king of the hill
king size	kiss the past	goodbye
knocks your socks	off	know-how
last minute	latest editions	lead of follow
leader of the pack	leading edge	leads galore
leads provided	leap ahead	leave with the
money	legendary	performance
life begins now	life is wonderful	with faith and
friendship to	support your	dreams
life master	life saver	lifetime income
lifetime rewards	limited edition	limited offer
limited time	opportunity	little known
secrets	lock in	love your job
mind-blowing	miracle	money
mouth-watering	my mother is a	pillar of strength.
natural	need	number-one
perfection	perks	personalized
prefer	preference	private
professional	proven	provocative
quality	quick	quickly
secrets	secure	security
seductive	selected	sensational

serious	she gave a vivid	description of the
events that	occurred	shocked
shocking	show	simple
simplified	simply	sizable
sizzling	skyrocket	slash
snowball	soar	solve
special	startling	step-by-step
stop	stop and listen to	what she's trying
to say	strange	strong
stunning	sturdy	surefire
surging	that's a vital part	of the equation
there's strength in	numbers	this is a pit stop on
the road to	success	unconditional
uncover	understand	unique
unleash	unlimited	unlock
unparalleled	unreal	unsurpassed
unusual	value-added	vital
vivid	vow	want
wanted	winning	wonderful

Call To Action Words

These are words you can use to get your subscribers (or would be subscribers) to take action. It's essential to include these words on all the copy you write.

Free Shipping	Click Here	Call Now
Buy Today	Register Now	Get a Free Trial
Buy Now	Click Now	Sign Up Now
Offer Expires	Satisfaction Guaranteed	Best Value
Reserve Now	Money Back	Easy to Use
Immediate Download	Request a Free Quote	Limited Availability
Limited Time Only	Join Now	Risk-free
No Fees	Free Guide	__ Days Only

