

THE COPYWRITING POWER WORDS *Cheat Sheet*

306 Action Words Proven To
Increase Engagement, Get
More Leads, and Make More
Sales Just Like The Pros

M A R K H A R B E R T

CONGRATULATIONS!

On picking up the “Copywriting Power Words Cheat Sheet” PDF.

What you have in your hands is a list of some the most powerful words that spark action from your prospects on social media, in emails, and in your marketing in general.

As you write your messages, pull out this list and include several of these words in your posts to make them more descriptive and more appealing to your audience.

This cheat sheet is what I use when I want to make my posts stand out more. I also use this list for pretty much everything.

This resource for you can be used in almost every place in your business.

Happy writing...



Mark Harbert

NEGATIVE POWER WORDS

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

POSITIVE POWER WORDS

Amazing
Audacity
Backbone
Belief
Blissful
Bravery
Breathtaking
Cheer
Conquer
Courage
Daring
Defiance
Delight
Devoted
Excited
Eye-opening
Faith
Fearless
Fulfill
Grateful
Grit
Guts

Sensational
Spectacular
Spine
Spirit
Staggering
Stunning
Surprising
Triumph
Uplifting
Valor
Victory
Wonderful
Wondrous
Happy
Heart
Hero
Hope
Jaw-dropping
Jubilant
Magic
Mind-blowing
Miracle
Pluck

GREED BASED POWER WORDS

Bargain
Best
Billion
Bonanza
Cash
Cheap
Discount
Dollar
Double
Explode
Extra
Feast
Fortune
Free
Freebie
Frenzy
Frugal
Gift
Greatest
Inexpensive

Savings
Six-figure
Skyrocket
Soaring
Surge
Treasure
Triple
Whopping
Jackpot
Luxurious
Marked down
Massive
Money
Nest egg
Pay zero
Prize
Profit
Quadruple
Reduced
Rich

SAFE FEELING POWER WORDS

Anonymous
Authentic
Backed
Best-selling
Cancel Anytime
Certified
Endorsed
Guaranteed
Ironclad
Lifetime
Moneyback
No Obligation
No Questions Asked
No Risk
No Strings Attached
Official
Privacy
Protected
Proven
Recession-proof
Refund
Research
Results
Secure
Tested
Try before You Buy
Verify
Unconditional

MYSTERIOUS POWER WORDS

Backdoor

Banned

Behind the Scenes

Black Market

Blacklisted

Bootleg

Censored

Concealed

Confessions

Confidential

Controversial

Covert

Cover-up

Forbidden

Forgotten

Hidden

Illegal

Insider

Lost

Off-limits

Outlawed

Private

Secrets

Smuggled

Strange

Unauthorized

Withheld

ANGRY POWER WORDS

Abuse
Arrogant
Backstabbing
Beat down
Bully
Coward
Crooked
Crush
Disgusting
Evil
Force-fed
Foul
Hate
Know it all
Lies
Loathsome
Loser
Lying
Maul

Snotty
Stuck up
Underhanded
Money-grubbing
No Good
Obnoxious
Payback
Pound
Preposterous
Punish
Revolting
Ruthless
Sick and Tired
Smug
Sniveling
Snob
Snooty

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Mark Harbert

started marketing online in late 2008 and has generated over 150,000 leads online, and created an annual multiple 6-Figure Income in the process earning multiple millions in affiliate commissions overall. Mark is a top affiliate marketer, top producer online, runs a successful coaching and training business, and has taught thousands how to do exactly what he does via his online courses and free blog content.