# THE COPYWRITING Cheat Sheet

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

MARK HARBERT

### **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 Apocalypse** Armageddon Assault Backlash Beating Beware Blinded Blood Bloodbath Bloodcurdling Bloody Bomb **Buffoon Bumbling** Cadaver Catastrophe Caution Collapse Corpse Crazy Cripple Crisis Danger Deadly Death

Destroy

Devastating Disastrous **Drowning** Dumb **Embarrass** Fail Feeble Fired Fool Fooled **Frantic** Frightening Gambling Gullible Hack Hazardous Hoax Holocaust Horrific Hurricane Insidious Invasion **IRS** Jail **Jeopardy** Lawsuit

Looming

Lunatic Lurking Meltdown Mired Mistake Murder **Nightmare** Painful **Pale** Panic Peril Piranha Pitfall **Plague Played Plummet** Plunge Poison **Pummel** Poor Prison Pus Reckoning Refugee Revenge Risky Scary

Scream Searing Shatter **Shellacking** Silly Slaughter Slave Smash Strangle Stupid Suck Tailspin Tank **Targeted Teetering** Terror **Terrorist Toxic** Trap Vaporize Victim Volatile **Vulnerable** Warning Worry Wounded

### **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

Нарру

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

# **ANGERY 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

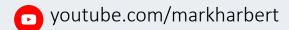
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Each week I post valuable content and resources for you on my blog. I also post daily tips, tricks and strategies on my Facebook page so make sure you stop by and like my page and connect with me using the link below.

www.facebook.com/successwithmark

Connect with me on one of my social media profiles.











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.