



# 365 POWERFUL COPY WRITING WORDS & PHRASES that SIZZLE, PERSUADE & SELL...

There are certain words in the English language that when read, create an emotional response. They invoke specific feelings, they can give you a warm fuzzy feeling, or they pull on your emotions!

Please use this FREE collection of powerful copywriting words to help make your website content compelling and increase your sales. This is a resource that I would have killed for when I was first starting out. So use it with my compliments and learn from my years of experience.

Where possible on your web pages, use as many of these powerfully persuasive words. Use them in your headlines and sub-headings, throughout your copy and especially in the first paragraph of each web page.

When ever I am writing copy I refer to this list of words for ideas, better alternatives to words that I had come up with and to enhance the punch of the message. So keep this list of the greatest selling words available when ever you are typing up a marketing message.

Some of these words are perfect for your business, industry and message. Others might not be so be selective. For example the word safe might apply to building supplies or the pharmaceutical industry.

|     |                                       |      |                             |
|-----|---------------------------------------|------|-----------------------------|
| 1.  | 100% money-back guarantee             | 184. | Limitless                   |
| 2.  | 100% Satisfaction Guarantee           | 185. | Love                        |
| 3.  | Abracadabra                           | 186. | Lowest price OR Lowest rate |
| 4.  | Absolutely                            | 187. | Magic                       |
| 5.  | Absolutely No Exclusions              | 188. | Magnificent                 |
| 6.  | Accurate                              | 189. | Magnify                     |
| 7.  | Achievement                           | 190. | Mammoth                     |
| 8.  | Advantage                             | 191. | Market share                |
| 9.  | Aggressive                            | 192. | Matchless                   |
| 10. | All-in-one                            | 193. | Maximum                     |
| 11. | Amazing                               | 194. | Millionaire                 |
| 12. | And that's the plain and simple truth | 195. | Miracle                     |
| 13. | Announcing                            | 196. | Miss out                    |
| 14. | Annoying                              | 197. | Mistake                     |
| 15. | Approved                              | 198. | Money                       |
| 16. | Are you                               | 199. | Money-making                |
| 17. | Are you ready to                      | 200. | Money-saving                |
| 18. | Are you ready for this?               | 201. | Morale                      |
| 19. | Astonishing                           | 202. | Motivation                  |
| 20. | At Last                               | 203. | Myth                        |

|     |                      |      |                     |
|-----|----------------------|------|---------------------|
| 21. | Attention            | 204. | New                 |
| 22. | Attitude             | 205. | New and improved    |
| 23. | Attractive           | 206. | Nitty gritty        |
| 24. | Authentic            | 207. | No fine print       |
| 25. | Avoid disappointment | 208. | No fuss             |
| 26. | Award winning        | 209. | No obligation       |
| 27. | Bank on it           | 210. | No problem          |
| 28. | Bargain              | 211. | No questions asked  |
| 29. | Beautiful            | 212. | No risk             |
| 30. | Because              | 213. | No strings attached |
| 31. | Benefits             | 214. | Noble               |
| 32. | Best                 | 215. | Noted               |
| 33. | Big                  | 216. | Now                 |
| 34. | Big money            | 217. | Offer               |
| 35. | Bold                 | 218. | On Sale             |
| 36. | Bonanza              | 219. | Outperforms         |
| 37. | Bonus                | 220. | Output              |
| 38. | Boost                | 221. | Outstanding         |
| 39. | Breakthrough         | 222. | Overpower           |
| 40. | Call now             | 223. | Personalized        |
| 41. | Call today           | 224. | Pioneer             |
| 42. | Call toll free       | 225. | Popular             |
| 43. | Cancel at any time   | 226. | Power               |
| 44. | Cash flow            | 227. | Powerful            |
| 45. | Caution              | 228. | Practical           |
| 46. | Celebrate            | 229. | Preferred           |
| 47. | Challenge            | 230. | Private             |
| 48. | Colossal             | 231. | Productivity        |
| 49. | Colourful            | 232. | Professional        |
| 50. | Commanding           | 233. | Profit              |
| 51. | Competitive edge     | 234. | Profit potential    |
| 52. | Complete             | 235. | Profitable          |
| 53. | Confidential         | 236. | Profits             |
| 54. | Conquer              | 237. | Proof               |
| 55. | Convenient           | 238. | Prosper             |
| 56. | Crammed              | 239. | Proven              |
| 57. | Crazy                | 240. | Quality             |
| 58. | Dazzling             | 241. | Quick               |
| 59. | Delivered            | 242. | Quick and easy      |
| 60. | Deluxe               | 243. | Quick relief        |
| 61. | Dependable           | 244. | Quickly             |
| 62. | Direct               | 245. | Radiant             |
| 63. | Discount             | 246. | Rare                |

|             |                                |             |                                  |
|-------------|--------------------------------|-------------|----------------------------------|
| <b>64.</b>  | Discover                       | <b>247.</b> | Receive your copy within minutes |
| <b>65.</b>  | Do you hate what you're doing? | <b>248.</b> | Recommended                      |
| <b>66.</b>  | Do you hate work?              | <b>249.</b> | Reduce stress                    |
| <b>67.</b>  | Dollars                        | <b>250.</b> | Reduced                          |
| <b>68.</b>  | Don't delay                    | <b>251.</b> | Refundable                       |
| <b>69.</b>  | Dynamic                        | <b>252.</b> | Reliable                         |
| <b>70.</b>  | Earth shattering               | <b>253.</b> | Remarkable                       |
| <b>71.</b>  | Ease of use                    | <b>254.</b> | Request a FREE Site Survey       |
| <b>72.</b>  | Easy                           | <b>255.</b> | Request FREE Quotation           |
| <b>73.</b>  | Easy as ABC                    | <b>256.</b> | Reserved                         |
| <b>74.</b>  | Effective                      | <b>257.</b> | Respond now                      |
| <b>75.</b>  | Electrify                      | <b>258.</b> | Results                          |
| <b>76.</b>  | Enchanting                     | <b>259.</b> | Revealing                        |
| <b>77.</b>  | Endorsed                       | <b>260.</b> | Revenues                         |
| <b>78.</b>  | Enhance                        | <b>261.</b> | Revolutionary                    |
| <b>79.</b>  | Enormous                       | <b>262.</b> | Road to riches                   |
| <b>80.</b>  | Essential                      | <b>263.</b> | Safe                             |
| <b>81.</b>  | Everlasting                    | <b>264.</b> | Sale                             |
| <b>82.</b>  | Exceed                         | <b>265.</b> | Save                             |
| <b>83.</b>  | Excellent                      | <b>265.</b> | Save time                        |
| <b>84.</b>  | Exceptional                    | <b>267.</b> | Save your life                   |
| <b>85.</b>  | Exciting                       | <b>268.</b> | Savings                          |
| <b>86.</b>  | Exclusive                      | <b>269.</b> | Scorecard                        |
| <b>87.</b>  | Exclusively yours              | <b>270.</b> | Seasoned                         |
| <b>88.</b>  | Experienced                    | <b>271.</b> | Second to none                   |
| <b>89.</b>  | Expert                         | <b>272.</b> | Secret                           |
| <b>90.</b>  | Explode your sales             | <b>273.</b> | Secrets                          |
| <b>91.</b>  | Exquisite                      | <b>274.</b> | Secrets of                       |
| <b>92.</b>  | Extra                          | <b>275.</b> | Security                         |
| <b>93.</b>  | Extraordinary                  | <b>276.</b> | See for yourself                 |
| <b>94.</b>  | Extravagant                    | <b>277.</b> | Selected                         |
| <b>95.</b>  | Eye-catching                   | <b>278.</b> | Send no money!                   |
| <b>96.</b>  | Famous                         | <b>279.</b> | Sensational                      |
| <b>97.</b>  | Fantastic                      | <b>280.</b> | Sex                              |
| <b>98.</b>  | Fascinating                    | <b>281.</b> | Simple                           |
| <b>99.</b>  | Fast                           | <b>282.</b> | Simplified                       |
| <b>100.</b> | Fast track                     | <b>283.</b> | Sizable                          |
| <b>101.</b> | Fine Quality                   | <b>284.</b> | Sizzling                         |
| <b>102.</b> | First class                    | <b>285.</b> | Skilled                          |
| <b>103.</b> | First time ever                | <b>286.</b> | Sky-rocket                       |
| <b>104.</b> | First-come, first-served       | <b>287.</b> | Sold out                         |
| <b>105.</b> | First-rate                     | <b>288.</b> | Solid                            |
| <b>106.</b> | Five-Star                      | <b>289.</b> | Solution                         |

|      |   |      |                                    |
|------|---|------|------------------------------------|
| 107. | Focus   | 290. | Sound too good to be true?         |
| 108. | Foolproof                                     | 291. | Sparkle                            |
| 109. | Force   | 292. | Special                            |
| 110. | Foremost                                      | 293. | Special offer                      |
| 111. | Fortune                                       | 294. | Spirit                             |
| 112. | Free  | 295. | Startling                          |
| 113. | Freedom                                       | 296. | State of the art                   |
| 114. | FREE CREDIT - Click To Refer A Friend         | 297. | Step by step                       |
| 115. | FREE Shipping - any where in the World        | 298. | Stimulate                          |
| 116. | Fulfilment                                    | 299. | Stop                               |
| 117. | Full  | 300. | Straight talk                      |
| 118. | Gallant                                       | 301. | Strange                            |
| 119. | Gargantuan                                    | 302. | Strong                             |
| 120. | Genuine                                       | 303. | Sturdy                             |
| 121. | Gift  | 304. | Substantial                        |
| 122. | Gigantic                                      | 305. | Success                            |
| 123. | Golden  | 306. | Successful                         |
| 124. | Good as Gold                                  | 306. | Superior                           |
| 125. | Great News!                                   | 308. | Sure-fire                          |
| 126. | Greatest                                      | 309. | Surprise                           |
| 127. | Guarantee                                     | 310. | Tantalize                          |
| 128. | Guaranteed                                    | 311. | Tempting                           |
| 129. | Happiness                                     | 312. | Terrific                           |
| 130. | Health  | 313. | Test                               |
| 131. | helpful                                       | 314. | Tested                             |
| 132. | Here's what you've been waiting for           | 315. | The time is now                    |
| 133. | Highest                                       | 316. | The truth about                    |
| 134. | Honour  | 317. | The truth of                       |
| 135. | How   | 318. | This week only                     |
| 136. | How much                                      | 319. | Time sensitive                     |
| 137. | How to  | 320. | Timeless                           |
| 138. | Huge  | 321. | Tireless                           |
| 139. | Hurry   | 322. | To the point                       |
| 140. | hypnotize                                     | 323. | Top secret                         |
| 141. | I wish someone had told me                    | 324. | TOTALLY FREE - Click For More Info |
| 142. | I won't even cash your check for 30 days!     | 325. | Trailblazer                        |
| 143. | I'm repeating this offer to you one last time | 326. | Transform                          |
| 144. | Image   | 327. | Tremendous                         |
| 145. | Imagine                                       | 328. | Turbocharged                       |
| 146. | immaculate                                    | 329. | Ture                               |
| 147. | immediately                                   | 330. | Ultimate                           |
| 148. | Important                                     | 331. | Unbeatable                         |
| 149. | Impressive                                    | 332. | Unconditional                      |

|      |  |      |  |
|------|--|------|--|
| 150. | Improved                               | 333. | unearth                                |
| 151. | Income                                 | 334. | Unique                                 |
| 152. | Incredible                             | 335. | Unlimited                              |
| 153. | Indescribable                          | 336. | Unlock                                 |
| 154. | Informative                            | 337. | Unparalleled                           |
| 155. | Innovative                             | 338. | Unprecedented                          |
| 156. | Inspect                                | 339. | Unsurpassed                            |
| 157. | Inspired                               | 340. | Unusual                                |
| 158. | Instant approval                       | 341. | Up and coming                          |
| 159. | Instructive                            | 342. | Urgent                                 |
| 160. | Interesting                            | 343. | Useful                                 |
| 161. | Introducing                            | 344. | Valuable                               |
| 162. | Investment                             | 345. | Victories                              |
| 163. | Invincible                             | 346. | Wanted                                 |
| 164. | Invitation                             | 347. | Warning                                |
| 165. | Isn't it time you...?                  | 348. | Wealth                                 |
| 166. | Jam-packed                             | 349. | Weird                                  |
| 167. | JOIN UP NOW - It is Quick, Easy & Free | 350. | Which                                  |
| 168. | Jump-start                             | 351. | Whopper                                |
| 169. | Just                                   | 352. | Win                                    |
| 170. | Just arrived                           | 353. | Wonderful                              |
| 171. | Just in                                | 354. | Wondrous                               |
| 172. | Key features                           | 355. | Works like a charm                     |
| 173. | largest                                | 356. | Yes                                    |
| 174. | Last chance                            | 357. | Yes, Absolutely                        |
| 175. | Latest                                 | 358. | You                                    |
| 176. | lavishly                               | 359. | You bet                                |
| 177. | Leading                                | 360. | You get                                |
| 178. | Liberal                                | 361. | You keep                               |
| 179. | Life                                   | 362. | You pay nothing until                  |
| 180. | Lifesaver                              | 363. | You'll discover                        |
| 181. | Lifetime                               | 364. | You'll profit from                     |
| 182. | Limited                                | 365. | Your competitor wants this kept secret |
| 183. | Limited time offer                     |      |  |

These powerful copywriting words will win you extraordinary results.

Some people think, "Oh I don't want to hype it up with cliché words". But when it comes to copy writing, your words are everything. They are either potent, stimulating, influential and persuasive or there not.

## 20 Negative Website Words To Avoid

We often focus on what words to include in our website copy. Those magical words that get our web visitors interested, excited and turned on...

At the opposite end of this equation are words that you shouldn't use. They are emotionally negative. These words can turn your website visitor off.

Avoid these words when writing copy for your website or sales proposals. These negative words create pessimistic feelings and turn buyers away.

|     |                |     |           |
|-----|----------------|-----|-----------|
| 1.  | Problem        | 11. | Deal      |
| 2.  | Cheaper        | 12. | Liability |
| 3.  | Obligation     | 13. | Bad       |
| 4.  | Stop           | 14. | Loss      |
| 5.  | Difficult      | 15. | Hard      |
| 6.  | Wrong          | 16. | Death     |
| 7.  | Decision       | 17. | Cost      |
| 8.  | Contract       | 18. | Pay       |
| 9.  | Complex        | 19. | Catch     |
| 10. | Fail / Failure | 20. | Worry     |

These copywriting words are your key to unlock the human emotions that will inspire and compel your visitors to click "Buy Now".

Make your content compelling,  
With Regards,



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