

# BAK

# Digital

Simple. Bespoke. Flexible.



# 845

# Power Words

# 845 Power Words

Welcome to the largest collection of power words ever collected in one place.

Use these words whenever you need to create powerful message in a headline, email subject line or Call to Action.

Our Power Words are broken down into 9 different groups allowing you to easily set the tone of your message.

The group headings are;

- Greed
- Desire
- Dynamic
- Fear
- Lazy
- Anger
- Pride
- Trust
- Exclusivity

Remember to try different combinations until you find the ones that are right for your message. Also don't forget to A-B test them to find the ones that resonate best with your target audience.

# GREED

The following power words all come under the heading of greed.

Affordable	Extra	Marked down
Bargain	Fast	Massive
Barrage	Feast	Master
Before	Final	Monetize
Best	First	Money
Big	Forever	More
Billion	Fortune	Nest egg
Bonanza	Free	Never
Bonus	Frenzy	Never again
Budget	Frugal	New
Cash	Gift	Now
Cheap	Giveaway	Off-limits
Convert	Greatest	Overnight
Deadline	Guilt-free	Pay zero
Discount	Hurry	Premiere
Dollar	Immediately	Price break
Don't miss out	Increase	Prize
Double	Inexpensive	Profit
Drive	Instantly	Promote
Economical	Jackpot	Quadruple
Envy	Last chance	Quick
Exclusive	Limited	Recession-Proof
Expires	Lucrative	Reduced
Explode	Luxurious	Rich

# GREED

Continued..

Running out  
Sale  
Sale ends soon  
Save  
Savings  
Six-figure  
Skyrocket

Soaring  
Special  
Steal  
Surge  
Today  
Treasure  
Triple

Ultimate  
Unlimited  
Up-sell  
Value  
While they last  
Whopping

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# DESIRE

The following power words all come under the heading of Desire.

Adorable	Guilt	Saucy
Alluring	Guilt-free	Scandalous
Beautiful	Hypnotic	Seductive
Begging	Indulgent	Sensual
Brazen	Intriguing	Sex
Captivating	Irresistible	Sexy
Charismatic	Lascivious	Shameless
Compelling	Lonely	Sinful
Crave	Lust	Sleazy
Dazzling	Luxurious	Sleeping
Decadent	Magnetic	Spank
Delirious	Mind-blowing	Steamy
Depraved	Mischievous	Stimulating
Desire	Mouth-watering	Striking
Dirty	Naked	Stunning
Enchanting	Naughty	Sweaty
Engaging	Obsessed	Swoon
Exotic	Obsession	Swoon-worthy
Expensive	Passionate	Tantalizing
Exposed	Pleasurable	Tawdry
Fantasy	Promiscuous	Tease
Fascinating	Provocative	Thrilling
Flirt	Ravenous	Uncensored
Forbidden	Riveting	Urge
Glamorous	Sassy	Wanton

# DYNAMIC

The following are Dynamic power words.

Alive	Dreamy	Meticulous
Amazing	Epic	Mouth-watering
Astonishing	Essential	Nail
Astounding	Exciting	Overcome
Awe-Inspiring	Explosive	Packed
Awesome	Exquisite	Painstaking
Badass	Extraordinary	Perfect
Best	Extremely	Polarizing
Better	Fascinating	Practical
Bold	Funniest	Recreate
Bomb	Genius	Relentless
Breathtaking	Greatness	Remarkable
Brilliant	Heavenly	Replicate
Captivate	Hilarious	Revolutionary
Catapult	Hilarious	Riveting
Challenge	Impenetrable	Sensational
Charming	Incredible	Spellbinding
Completely	Intriguing	Startling
Copy	Jaw-dropping	Step-by-Step
Create	Kickass	Sublime
Deep	Legendary	Super
Defying	Life-changing	Surprising
Delicious	Magic	Tempting
Delightful	Master	Thrilling
Detailed	Memorable	Transform

# DYNAMIC

Continued..

Truly  
Ultimate

Unbelievable  
Unexpected

Unforgettable  
Unleashed

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# FEAR

The words below are all Fear power words, the biggest group.

Accuse	Caution	Embarrassing
Agonizing	Cheat	Emergency
Agony	Collapse	Epidemic
Alarming	Corpse	Ethical
Annihilate	Corrupt	Exactly
Apocalypse	Crazy	Excruciating
Armageddon	Cripple	Exposed
Assault	Crisis	Fail
Attack	Crushing	Feeble
Avoid	Danger	Fierce
Backlash	Dangerous	Fight
Battle	Dead	Fired
Beating	Deadly	Fool
Belong	Death	Foiled
Beware	Deceptive	Frantic
Blinded	Demoralizing	Frenzy
Blood	Destroy	Frightening
Bloodbath	Devastating	Gambling
Bloodcurdling	Diagnosed	Gullible
Bloody	Dirty	Hate
Broke	Disastrous	Hazardous
Bufoon	Disgusting	Heartbreaking
Bumbling	Drowning	Hell
Cadaver	Dumb	Hoax
Cataclysmic	Dying	Holocaust



# FEAR

Continued..

Horrific	Odd	Signs
Horrifying	Painful	Sins
Horror	Poison	Stop
Hurricane	Problem	Strange
Insane	Promise	Struggle
Insidious	Protect	Suffer
Insult	Provoke	Survive
Invasion	Punch	Terrifying
Jail	Ridiculous	Traumatized
Jeopardy	Rowdy	Treacherous
Lawsuit	Sabotaging	Uncontrollable
Lifetime	Sacred	Unpopular
Looming	Sadly	Unstoppable
Lunatic	Safe	Unusual
Lurking	Savage	Vicious
Meltdown	Scam	Violent
Menacing	Scared	Weak
Mired	Shaking	Weird
Mistake	Shaming	Wild
Murder	Shocking	Worst
Nightmare		

# LAZY

The following power words are aimed at the Lazy.

Accessible	Gift	No problem
All-inclusive	Guide	No sweat
Basic	Hack	Nothing to it
Blast	How-to	Now
Building blocks	Ignite	On-Demand
Cheat sheet	In less than	Painless
Child's play	In record time	Pattern
Cinch	Index	Picnic
Clear	Ingredients	Piece of cake
Complete	Instant	Plain
Components	Itemized	Printable
Comprehensive	Jumpstart	Quick
Copy	Kickstart	Quick-start
Downloadable	Launch	Ready
Easy	Lazy	Replicate
Economical	Light	Report
Efficient	List	Roadmap
Effortless	Manageable	Rules
Elementary	Manifest	Savvy
Elements	Mere	Simple
Factors	Minimalist	Simple as ABC
Fail-proof	Minutes	Smooth
Fill in the blanks	Miracle	Smooth sailing
Formula	Model	Snap
Free	Mould	Speedy

# LAZY

Continued..

Steal

Step-by-Step

Steps

Stupid-simple

Suddenly

Supercharge

Swipe

Template

Tools

Tricks

Turbo-charge

Tweaks

Uncomplicated

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# ANGER

The following power words elicit the emotion of Anger.

Abuse	Foul	Screw
Agitate	Greedy	Sick and Tired
Annoy	Hate	Smug
Arrogant	Hostile	Sneaky
Ass kicking	Know it all	Snivelling
B.S.	Lies	Snob
Backstabbing	Loathsome	Snooty
Beat down	Loser	Snotty
Boil over	Lying	Stink
Broke	Maul	Stuck up
Brutal	Miff	Thug
Buffoon	Money-grubbing	Underhanded
Bullshit	Morally bankrupt	Vicious
Bully	No Good	Victim
Corrupt	Obnoxious	Violent
Coward	Payback	Waste
Crooked	Pitiful	Weak
Crush	Pound	Worst
Diatribes	Preposterous	Wounded
Diminish	Provoke	
Disgusting	Punish	
Evil	Raise hell	
Exploit	Rant	
Fear	Revolting	
Force-fed	Ruthless	

# PRIDE

The following power words can all be used to invoke Pride.

Absurd	Cringe worthy	Handsome
Achieve	Crowned	Hero
Ahead of the game	Daring	Idiot
Amazing	Dazzling	Impressive
Amplify	Defiance	Jaw-dropping
At the top	Drop-dead	Jubilant
Attractive	Dumb	Kick ass
Awe-inspiring	Effective	Knockout
Awkward	Elegant	Lame
Beautiful	Elite	Last
Blunder	Enchant	Legendary
Bold	Epic	Lucky
Booming	Fail	Magic
Boost	Fail-Proof	Mediocre
Boss	Failure	Mind-blowing
Brassy	Faux Pas	Mistake
Bravery	Fearless	Moneymaking
Brazen	Fool	Notable
Bright	Foolish	Noteworthy
Brilliant	Fortunate	Obvious
Cheer	Foxy	Optimal
Clever	Genius	Pitiful
Clueless	Good-looking	Prosperous
Conquer	Gorgeous	Quick-witted
Courage	Guts	Reject

# PRIDE

Continued..

Remarkable  
Rookie  
Ruin  
Sensational  
Senseless  
Shameful  
Silly  
Smart  
Spectacular  
Spine  
Staggering  
Strong

Stunning  
Stupid  
Success  
Successful  
Super-human  
Threaten  
Triggers  
Triumph  
Turbo charge  
You  
Ultimate  
Unbeaten

Undefeated  
Unknowingly  
Useless Valor  
Vanquish Victory  
Waste  
Wealthy  
Wonderful  
Wondrous

# TRUST

The following power words install Trust in your visitors.

Absolute	Ensured	Professional
According to	Expert	Profound
Accredited	Final	Protected
Anonymous	Formula	Proven
Approved	Fully refundable	Proven
Authentic	Genuine	Psychological
Authoritative	Guaranteed	Recession-proof
Authority	Heart-warming	Recognized
Backed	Honest	Refund
Because	Improved	Reliable
Best	Inspiring	Report
Best selling	Iron-clad	Research
Bona fide	Legitimate	Results
Cancel anytime	Lifetime	Safety
Case study	Literally	Scientifically proven
Certified	Masterclass	Secure
Complete	Moneyback	Solution
Comprehensive	No obligation	Strategy
Conclusive	No questions asked	Studies
Definitive	No risk	Studies show
Dependable	No strings attached	Sure-fire
Discover	Official	Tested
Document	Pay zero	Track record
Don't worry	Powerful	Try before you buy
Endorsed	Privacy	Unconditional

# TRUST

Continued..

Undeniable  
Validate

Verify  
Well respected

Worldwide

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# EXCLUSIVITY

Use the following power words to imply Exclusivity.

Admit	Dark	Members only
Astonishing	Divulge	Myths
Backdoor	Elite	New
Banned	Elusive	Odd
Be the first	Emerging	Off the record
Become an insider	Extraordinary	Off-limits
Behind the scenes	Eye-opening	On the QT
Bizarre	First	Outlawed
Black market	Forbidden	Popular
Blacklisted	Forgotten	Priceless
Bootleg	Hidden	Private
Breaking	Hush-hush	Privy
Censored	Illegal	Psycho
Class full	Illusive	Rare
Classified	Incredibly	Release
Closet	Insane	Remote
Concealed	Insider	Restricted
Confess	Interesting	Reveal
Confession	Invitation only	Ridiculous
Confessions	Key	Secret
Confidential	Latest	Secrets
Controversial	Limited	Shh!
Covert	Little-known	Shocking
Cover-up	Login required	Sly
Crazy	Lost	Smuggled

# EXCLUSIVITY

Continued..

Sneak peak	Trade secret	Under wraps
Sneaky	Trend	Undercover
Special	Truth	Underground
Spoiler	Unadulterated	Underused
Stealthy	Unauthorized	Undiscovered
Strange	Unbelievable	Unique
Stunning	Uncharted	Unseen
Super secret	Unconventional	Untapped
Thought-provoking	Uncovered	
Top secret	Under the table	

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I hope these words will give you some great ideas when you come to write your next headline or email subject line.

If you need any further help crafting that perfect message why not take a look at these articles for a bit of further inspiration.

[10 Tips and Tricks for Creating a Killer Subject Line](#)

[Headlines and Taglines – But what about Grablines](#)