

EMOTIONALLY CHARGED POWER WORDS LIST

Emotional State: Curiosity (when you want them to be gripped by an unshakable desire to click and read more):

- Secret
- Confidential
- Controversial
- Underground
- What no one tells you
- Have you heard
- Cover-up
- Forbidden
- Banned
- Behind the Scenes
- Secret agenda
- Secret plot
- Insider
- Off-the record
- Blacklisted
- Censored
- Concealed
- Confessions
- Unbelievable
- Covert
- No one talks about
- Hidden
- underground
- Insider's Scoop
- Intel

Emotional State: Urgency (If you want them to take action now):

- Magical
- Instantly
- Missing Out
- Left behind
- Magnificent
- Miracle
- Most Important
- Profitable
- Proven
- Quick
- Remarkable
- Results
- Revolutionary
- Safe
- Save
- Sensational
- Should
- Startling
- Strongly agree/ recommend
- Strongly suggest
- Superb
- Superior
- Tremendous
- Truly
- Trustworthy
- Urge
- Worthwhile
- Deadline
- Limited
- Seize
- bargain
- Discount
- Explode
- Extra
- Fortune
- Freebie
- Jackpot
- Reduced

- Instant Savings
- Skyrocket
- Immediately
- Imminently

Emotional State: Confusion and Helplessness (Especially useful when questioning Status Quo, making them realize what they are missing out or “us vs them” style content)

- doubtful
- uncertain
- indecisive
- perplexed
- embarrassed
- hesitant
- disillusioned
- distrustful
- misgiving
- unsure
- tense
- stressed
- uncomfortable
- dishonest
- disdainful
- manipulative
- judgmental
- argumentative
- authoritative
- condescending
- distracted
- disoriented
- off-kilter
- frenzied
- blushing
- awkward
- incapable
- paralyzed
- fatigued

- inferior
- vulnerable
- distressed
- pathetic
- distraught
- doomed
- overwhelmed
- incompetent
- incapacitated
- trapped
- squirming
- jittery
- woozy
- twitching
- compulsive
- uncaring
- uninterested
- unresponsive
- terrified
- suspicious
- anxious
- alarmed
- panicked
- threatened
- cowardly
- insecure
- Deceived
- Helplessness
- Disempowered

Emotional State: Anger (This is a high physiological arousal emotional state that can help drive a number of actions such as getting support for a cause or sharing content because of the sheer outrage felt)

- Ordeal

- Outrageousness
- Provoke
- Repulsive
- Scandal
- Severe
- Shameful
- Shocking
- Terrible
- Tragic
- Unreliable
- Unstable
- Wicked
- Aggravate
- Agony
- Appalled
- Atrocious
- Corrupting
- Damaging
- Deplorable
- Disadvantages
- Disastrous
- Disgusted
- Dreadful
- Eliminate
- Harmful
- Harsh
- Inconsiderate
- enraged
- offensive
- aggressive
- frustrated
- controlling
- resentful
- malicious
- infuriated
- critical
- violent
- vindictive

- sadistic
- spiteful
- furious
- agitated
- antagonistic
- repulsed
- quarrelsome
- venomous
- rebellious
- exasperated
- impatient
- contrary
- condemning
- seething
- scornful
- sarcastic
- poisonous
- jealous
- ticked off
- revengeful
- retaliating
- reprimanding
- powerless
- despicable
- self-hating
- desperate
- alienated
- pessimistic
- dejected
- vilified
- unjustified
- violated

Emotional State: Safe and Satisfied (Great for Sales Pages when you want people to feel secure in their choice)

- Accurate
- instantly
- Advantage
- Always
- A cut above
- Bargain
- Certain
- Certainly
- Confident
- Convenient
- Definitely
- Delighted
- Easy
- Ecstatic
- Effective
- Emphasize
- Extremely
- Freedom
- Guaranteed
- Highly effective/ likely
- Introducing
- First ever
- Investment
- conscientious
- approving
- honored
- privileged
- adaptable
- relaxed
- Astonishing
- Astounded
- assured
- fulfilled
- genuine
- authentic
- self-sufficient
- reliable
- sure

- secure
- stable
- honest
- truthful
- supportive
- excellent
- responsible
- solid
- trusting
- supported
- Absolutely
- Bargain
- clarity
- transparency
- humility

Emotional State: Happy and Alive (Health based products or services):

- blissful
- joyous
- delighted
- overjoyed
- gleeful
- thankful
- festive
- ecstatic
- satisfied
- cheerful
- sunny
- elated
- jubilant
- jovial
- fun-loving
- lighthearted
- glorious

- innocent
- child-like
- gratified
- euphoric
- on top of the
- world
- playful
- courageous
- energetic
- liberated
- optimistic
- frisky
- animated
- spirited
- thrilled
- wonderful
- funny
- intelligent
- exhilarated
- spunky
- youthful
- vigorous
- tickled
- creative
- constructive
- helpful
- resourceful
- at ease
- comfortable
- pleased
- encouraged
- surprised
- content
- serene
- bright
- blessed
- Vibrant
- Bountiful

- Glowing

Emotional State: Inspired (as part of content that is meant to inspire and make them feel like they are capable and in charge)

- motivated
- eager
- keen
- earnest
- inspired
- enthusiastic
- bold
- brave
- daring
- hopeful
- upbeat
- assured
- clear
- balanced
- fine
- okay
- grateful
- carefree
- adequate
- fulfilled
- genuine
- authentic
- forgiving
- sincere
- uplifted
- unburdened
- confident
- self-sufficient
- reliable
- sure

- unique
- dynamic
- tenacious
- cooperative
- productive
- exuberant
- in the zone
- responsive
- conscientious
- approving
- honored
- privileged
- adaptable
- Empowered
- Focused
- Capable

Emotional State: Relaxed and Peaceful (Products or services that offer mental peace and relaxation):

- calm
- at ease
- comfortable
- content
- quiet
- certain
- relaxed
- serene
- bright
- blessed
- balanced
- grateful
- carefree
- fulfilled
- genuine
- authentic

- forgiving
- sincere
- uplifted
- unburdened
- confident
- self-sufficient
- glowing
- radiant
- beaming
- reflective
- smiling
- grounded
- unhurried
- open-minded
- efficient
- non-controlling
- unassuming
- trusting
- supported
- fluid
- light
- spontaneous
- aware
- healthy
- meditative
- still
- rested
- waiting
- laughing
- graceful
- natural
- steady
- centered
- placid
- Clear
- Stoic
- Aligned

