POWER

INSTANTLY ELEVATE YOUR COPY:

100 MUST-USE POWER WORDS FOR MORE CLICKS

From emotional triggers to action-packed phrases, learn the secrets to writing copy that converts.

Pat McGraw

PAT MCGRAW

Power words are compelling, persuasive terms that grab attention and inspire action.

Whether you're crafting headlines, emails, or social media posts, these words evoke strong emotions, create urgency, build trust, and highlight value, making your content more engaging and effective.

Using power words can significantly boost response rates, drive conversions, and leave a lasting impression on your audience.

This list of 100 power words and phrases, categorized for easy reference, will help you elevate your messaging and make a powerful impact across any marketing channel. Start using them today!

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"Using emotional words in headlines can increase click-through rates by 7% to 10%."

Source: Backlinko
URL: https://backlinko.com/click-through-rate

1. Emotional Appeal
Words that evoke strong emotions and compel action.

- Love
- Joy
- Fear
- Passion
- Excitement
- Hope
- Guilt
- Trust
- Heartwarming
- Empower
- Compassion
- Astonish
- Comfort
- Confidence
- Pride
- Desire
- Thrilling
- Inspire
- Shock
- Transform

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"Ad copy with power words like 'free' and 'new' boosts conversion rates by up to 30%."

Source: WordStream
URL: https://backlinko.com/click-through-rate

2. Urgency & Scarcity
Words that create a sense of urgency or limited availability.

- Hurry
- Now
- Limited
- Don’t Miss
- Act Fast
- Today Only
- One-time Offer
- Last Chance
- Expires Soon
- Ending Soon
- Rush
- Instant
- While Supplies Last
- Final Call
- Exclusive
- Only Until
- Closing Soon
- Time-sensitive
- Clearance
- Flash Sale

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"Emails with subject lines containing action words saw an open rate increase of 15.8% compared to those without."

Source: Campaign Monitor
https://www.campaignmonitor.com/blog/email-marketing/subject-line-data/

3. Action-Oriented
Words that encourage immediate action or participation.

- Join
- Start
- Discover
- Build
- Learn
- Master
- Achieve
- Get
- Grow
- Download
- Buy
- Explore
- Claim
- Try
- Order
- Gain
- Boost
- Enroll
- Reach
- Activate

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"Using trust-building words in sales copy can improve purchase intent by 5-10%."

Source: CXL Institute
URL: Source: Campaign Monitor https://www.campaignmonitor.com/blog/email-marketing/subject-line-data/

4. Trust & Authority
Words that build trust and convey credibility.

- Proven
- Guaranteed
- Endorsed
- Certified
- Trusted
- Authentic
- Expert
- Tested
- Reliable
- Backed by Science
- Official
- Accredited
- Validated
- Respected
- Recommended
- Best-Selling
- Verified
- Recognized
- Industry Leader
- Dependable

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"Offering incentives like discounts and free trials in your marketing copy can increase conversions by up to 22%."

Source: HubSpot
URL:
https://blog.hubspot.com/marketing/psychology-marketing-incentives

5. Incentives & Benefits

Words that highlight the benefits and value to the customer.

- Free
- Bonus
- Savings
- Easy
- Value
- New
- Affordable
- Effortless
- Results
- Improved
- Win
- Risk-free
- Advantage
- Profit
- Success
- Secure
- Reward
- Benefits
- More
- Unlock

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