ULTIMATE LIST OF POWER WORDS THAT SELL

and 27 you should avoid

pink elephant media

HUMAN ATTENTION SPAN IS LESS THAN THAT OF A GOLDFISH

That's right, we have just 8 seconds to connect with a prospect when they come to our website.

We therefore have a lot to take into account:

1. What the purpose of the page is
2. What keywords we have to include so the search engines understand what the page is about
3. What information the prospect will want to see
4. If we have answered all of their objections.

That is a lot one piece of copy has to achieve. Experienced writers know this calls for engaging content that provides answers to their audiences questions.

Words play an important part in this role as the copy needs to be succinct, useful and relevant. We have therefore created the ultimate list of power words that will help increase conversions on your website.

Evoke Emotions

WHAT ARE POWER WORDS AND WHY DO WE USE THEM?

Power words and phrases should evoke emotion to get your readers to take action. They should appeal to your readers need or desire to be part of something.

Everytime you write a blog or landing page you want your reader to take action. If you use powerwords in an effective way this will increase the likelihood that your call to action will be followed. We have detailed 45 words that you can use in your blogs and website pages which will help increase conversions

Emotion

WE USE THESE WORDS TO EVOKE POSITIVE EMOTIONS

- Discover
- Imagine
- Unconventional
- Confidential
- Unusual
- Explosive
- Obsessive
- Inspirational
- Tempting
- Secret
- Forbidden

Fear

- Beware
- Untested
- Scary
- Costly
- Devastaing
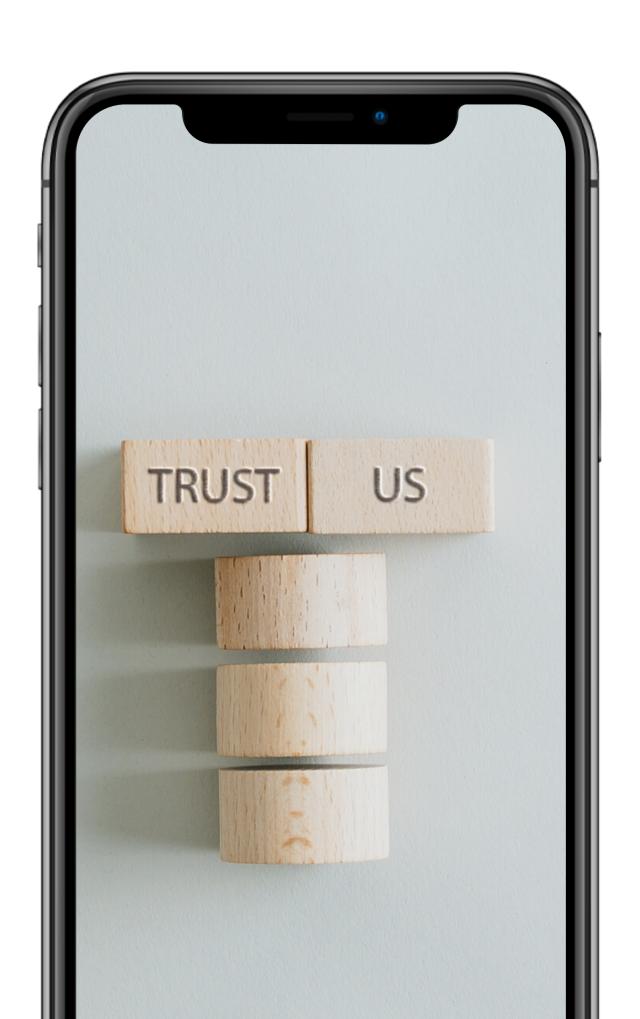- Heartbreaking
- Fooled
- Blinded
- Alarmed
- Mistake
- Pitfall

Trust

- Authentic
- Proven
- Lifetime
- Backed
- Privacy
- Secure
- No-Obligation
- Certified
- Endorsed
- Lifetime
- Guarantee
- No risk
- Verify
- Safety
- Protected
- Genuine

Urgency

WE USE THESE WORDS TO INSPIRE PEOPLE TO ACT

- Exclusive
- Scarce
- Rare
- Instantly
- Limited
- Temporary
- Immediately
- Hurry
- Only
- Fast
- Deadline
- Last Chance
- Final
- Never again
- Expires

Value

WE USE THESE WORDS TO CONVEY VALUE

- Essential
- Immediately
- Advanced
- Professional
- Best-Selling
- Premium
- Unique
- Advanced
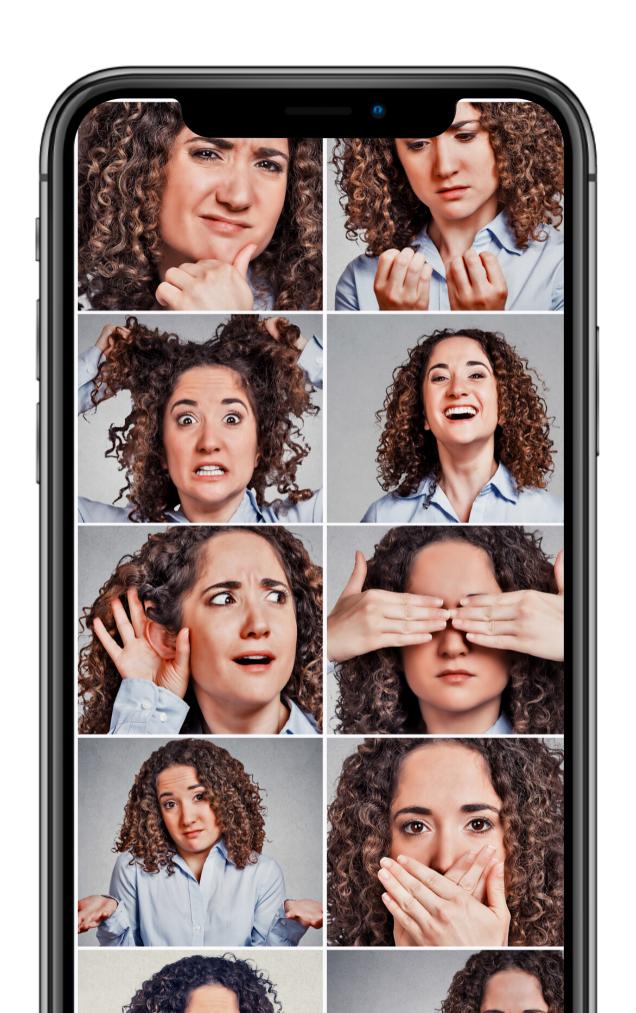- Ultimate
- Members only
- Limited

27 Words you should avoid

BE GENUINE

Being genuine is the secret to writing a good blog post or website page. When a prospect feels that you are not being straight with them they will take their business elsewhere. Here are some words to avoid when writing and why.

Snake Oil

THESE WORDS REEK OF OVER PROMISE

- Groundbreaking
- Revolutionary
- Miracle
- Visionary
- Trans-formative
- Game-changing
- Guaranteed
- Always
- Perfect

Too Salesy

- Synergy
- Promise
- Overnight
- Opportunity
- Connect
- Cutting-Edge
- Profit
- Money

Overused

- Innovative
- Seamless
- Robust
- Viral
- Disrupt
- Holistic
- Actionable
- Paradigm-shift
- Action

Need help with your copy?

Get in touch