

# 180+ Power Words

From Copywriter Karl Stepp

## FOR WRITING **EMOTIONAL HEADLINES**

free  
sale  
new  
professional  
guaranteed  
special  
tested  
improved  
immediately  
limited  
simplistic  
powerful  
big  
popular  
exclusive  
valuable  
how to  
endorsed  
unlimited  
discount  
fundamentals  
under priced  
suddenly  
perspective  
launching  
skill  
reduced  
better  
shrewd  
enormous  
spotlight  
useful  
survival  
largest  
colossal  
now  
unlock  
fortune  
authentic  
announcing  
huge gift  
introducing  
practical

focus  
wanted  
absolutely lowest  
interesting  
challenge  
lifetime  
highest  
expert  
advice  
the truth about  
compare  
colorful  
affordable  
ultimate  
willpower  
attractive  
easily  
approved  
competitive  
full  
mammoth  
innovative  
it's here  
just arrived  
sure fire  
soar  
beautiful  
crammed  
growth  
promising  
astonishing  
imagination  
greatest  
high tech  
latest  
important  
urgent  
amazing  
exciting  
portfolio  
revealing  
sensational  
excellent

remarkable  
obsession  
surging  
revisited  
unique  
bargain  
hurry  
daring  
pioneering  
destiny  
unsurpassed  
genuine  
informative  
mainstream  
complete  
last chance  
exploit  
quality  
gigantic  
love  
lavishly  
reliable  
terrific  
breakthrough  
emerging  
profitable  
sampler  
noted  
luxury  
unconditional  
timely  
bonanza  
security  
refundable  
quickly  
revolutionary  
miracle  
magic  
proven  
reward  
weird  
surprise  
delighted

confidential  
sizable  
wonderful  
delivered  
secrets  
scarce  
alert famous  
strong  
unusual  
outstanding  
energy  
instructive  
liberal  
rare  
edge  
superior  
unparalleled  
fascinating  
compromise  
odd  
bottom line  
zinger  
simplified  
tremendous  
helpful  
special offer  
technology  
selected  
sturdy  
wealth  
successful  
opportunities  
last minute  
monumental  
startling  
quick  
easy  
direct  
simple  
strange  
value  
insider  
download

