

125 Power Words for High-Converting Copy

The 20 Most Influential Words in Advertising

1. Suddenly
2. Now
3. Announcing
4. Introducing
5. Improvement
6. Amazing
7. Sensational
8. Remarkable
9. Revolutionary
10. Startling
11. Miracle
12. Magic
13. Offer
14. Quick
15. Easy
16. Wanted
17. Challenge
18. Compare
19. Bargain
20. Hurry

- David Ogilvy

12 Phrases for Exclusivity

21. Members only
22. Login required
23. Class full
24. Membership now closed
25. Ask for an invitation
26. Apply to be one of our beta testers
27. Exclusive offers
28. Become an insider
29. Be one of the few
30. Get it before everybody else
31. Be the first to hear about it
32. Only available to subscribers

- Garrett Moon

9 Phrases for Scarcity

33. Limited offer
34. Supplies running out
35. Get them while they last
36. Sale ends soon
37. Today only
38. Only 10 available
39. Only 3 left
40. Only available here
41. Double the offer in the next hour only

28 Words for Security

42. Anonymous
43. Authentic
44. Backed
45. Best-selling
46. Cancel Anytime
47. Certified
48. Endorsed
49. Guaranteed
50. Ironclad
51. Lifetime
52. Moneyback
53. No Obligation
54. No Questions Asked
55. No Risk
56. No Strings Attached
57. Official
58. Privacy
59. Protected
60. Proven
61. Recession-proof
62. Refund
63. Research
64. Results
65. Secure
66. Tested
67. Try before You Buy
68. Verify
69. Unconditional

- Jon Morrow

48 Power Words

70. Improve
71. Trust
72. Immediately
73. Discover
74. Profit
75. Learn
76. Know
77. Understand
78. Powerful
79. Best
80. Win
81. Hot Special
82. More
83. Bonus
84. Exclusive
85. Extra
86. You
87. Free
88. Health
89. Guarantee
90. New
91. Proven
92. Safety
93. Money
94. Now
95. Today
96. Results
97. Protect
98. Help
99. Easy
100. Amazing
101. Latest
102. Extraordinary
103. How to
104. Worst
105. Ultimate
106. Hot
107. First
108. Big
109. Anniversary
110. Premiere
111. Basic

- 112. Complete
- 113. Save
- 114. Plus!
- 115. Create

- Linda Ruth

10 Cause-and-Effect Words & Phrases

- 116. Accordingly
- 117. As a result
- 118. Because
- 119. Caused by
- 120. Consequently
- 121. Due to
- 122. For this reason
- 123. Since
- 124. Therefore
- 125. Thus

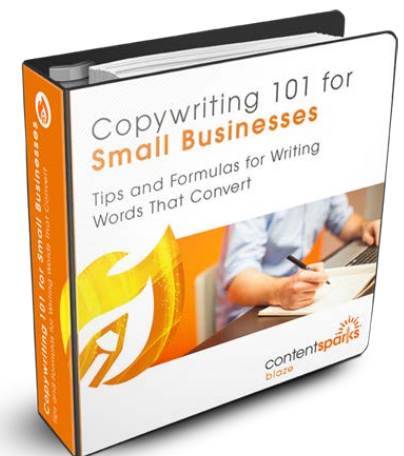
- Darlene Price

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