



101 Power Words to Make Your Web Copy Sizzle



The words you choose to describe your products and services can have a profound impact on your website visitors' reaction to your message.

For example, look at the phrase: "Learn how to train your dog."

What do you think when you read that?

Most likely, not much. You glance over it and then move on without a second thought.

Now, let's insert some "Power Words," which are essentially juiced-up versions of more common, run-of-the-mill words and phrases, to change our plain-Jane "Learn how to train your dog statement" into:

"Tap into 3 insider secrets that will crack the code of your dog's stubborn jumping behavior so that you can once again invite guests into your home – and reclaim your status as master of your domain!"

Can you see how much juicier and more enticing the second statement is? If you're a dog owner dealing with a dog who jumps, you can *feel* the pain of not being able to have guests over for fear of embarrassment or scratched-up, bruised guests (if you have a 80-pound jumping pooch, like I do ☺).

Now it's your turn to jazz up your website copy with 101 of the hottest Power Words used by the top marketers and copywriters around. (And if you want a **full listing of 260 Power Words**, plus **step-by-step instructions** on how to most effectively use them in your web copy, AND **ready-to-publish web copy templates**, [click here to check out the highly popular *Instant Web Copy Generator* product.](#))

Or read on to get your 101 Power Words and jumpstart your own sizzling hot website copy today! I suggest that you print this list out and keep it nearby anytime you sit down to write promotional copy for your business.



Best wishes always,

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Without further ado, your 101 Power Words:

1. White hot
2. Tap into
3. Urgent
4. Explosive
5. Blast out
6. Insider
7. Secrets
8. Powerful
9. Brand spanking new
10. Stunning
11. Shocking
12. Elite
13. Untapped resource
14. Taste
15. Ingenious
16. Blinding
17. Unexpected
18. Nerve-shattering
19. Amazing
20. Outstanding
21. Massive
22. Slash
23. Savvy
24. Confidential
25. Cutting edge
26. Coax



27. Tease
28. Incredible
29. Urgent
30. Limited
31. Boost
32. Bottom line
33. Jumpstart
34. Avoid
35. Demand
36. Discover
37. Deny
38. Scour
39. Respected
40. Required
41. Wealth accumulation
42. Line your pockets
43. Pad your bank account
44. Excuses
45. Triggers
46. Cash
47. Private
48. Breakthrough
49. Genius
50. Crack the code
51. Break the rules
52. Supercharge
53. Interest-free
54. Grab



55. Hidden potential
56. Courtesy
57. No risk
58. Free
59. Underestimate
60. Jackpot
61. Hidden assets
62. Secret weapon
63. Overlook
64. Lucrative
65. Donate
66. Must-read
67. Shortcut
68. Valuable
69. Fortune
70. Rare
71. Immediate
72. Instant
73. Little-known
74. Iron-clad
75. Generous
76. Devastating
77. No hassle
78. Astonishing
79. Jaw-dropping
80. Zero
81. Forfeit
82. Honest-to-God



83. Explode
84. Escape
85. Life-changing
86. Opportunity
87. Test drive
88. Reveal
89. Tremendous
90. Impossible
91. Dead broke
92. Suddenly
93. Heart's content
94. Stress-free
95. Risk-free
96. Shell out
97. First glance
98. Sneak peek
99. Sold out
100. Sought-after
101. Inner circle