

“Power Words For Copy”

Who Else Wants To Blow The Competition Away?

Who Is Danette Hibberd?



CEO of www.ProductFunnelFormula.com, Danette is an International Bestselling Author publishing the “How To Find The Goddess In You” series and co-authoring the international bestseller “The Path To Success” with other worldwide visionaries such as Dr Wayne Dyer, Mark Victor Hansen, Jack Canfield and Brian Tracy. She is a sought after Speaker, NLP Trainer and Business Success Coach. Her much sought after digital blueprint “How To Explode Your Income With Info Products” has created such positive results for her many clients as they easily turn their knowledge into money in the bank.

Danette takes solo-preneurs, small business owners and service professionals through a step by step process that teaches them how to attract more clients, become an expert in their target niche and leverage their expertise trading value for money rather than their time, creating more income and more freedom from their business.

“Discover the secrets to effectively productising, packaging and promoting your expertise for maximum results!”

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Power Words For Copy

Power words improve your conversions and grab the prospect’s emotions. The best words will make the reader ‘feel’ and ‘imagine’ a certain situation, object, result or scene. They tap into a person’s more primal emotions and desires and trigger more intense reactions than other words

Power words should be used judiciously in all your sales copy, in other words, do not use too many of them in your copy. Doing so will lessen the impact. Plus, too many power words may not create a sentence that reads smoothly.

12 Most Powerful Words

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|---------|--------------|------------|
| 1. You | 5. Results | 9. Love |
| 2. Free | 6. Health | 10. Proven |
| 3. How | 7. Guarantee | 11. Safety |
| 4. New | 8. Discover | 12. Save |

Power Words That Motivate To Take Action

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|-----------------------|----------------------|------------------------|
| 1. Abundance | 19. Complete | 37. Freedom |
| 2. Absolutely | 20. Confidence | 38. Gigantic |
| 3. Affordable | 21. Confidential | 39. Here |
| 4. Announcing | 22. Crammed | 40. Hidden |
| 5. Amazing | 23. Delighted | 41. Hottest |
| 6. Approved | 24. Destiny | 42. How |
| 7. Astonishing | 25. Direct | 43. Hurry |
| 8. Attractive | 26. Discount | 44. Important |
| 9. Authentic | 27. Discover | 45. Improved |
| 10. Bargain | 28. Discovery | 46. Improvement |
| 11. Better | 29. Discovery | 47. Incredible |
| 12. Bonanza | 30. Earn | 48. Inside |
| 13. Bottom line | 31. Easy | 49. Insider |
| 14. Breakthrough | 32. Effective | 50. Instantly |
| 15. Challenge | 33. Enhance | 51. Last chance |
| 16. Colossal | 34. Exciting | 52. Lavishly |
| 17. Compare | 35. Exclusive | 53. Learn |
| 18. Competitive | 36. Fast | 54. Limited |

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|-----------------------|----------------------|-------------------|
| 55. Master | 71. Remarkable | 87. Success |
| 56. Miracle | 72. Results | 88. Surprising |
| 57. Only | 73. Revealed | 89. Timely |
| 58. Phenomenal | 74. Revealing | 90. Tricks |
| 59. Pioneering | 75. Revolutionary | 91. Ultimate |
| 60. Plus | 76. Rewarding | 92. Unbelievable |
| 61. Power | 77. Sales | 93. Uncovered |
| 62. Powerful | 78. Save | 94. Unleash |
| 63. Practical | 79. Scarce | 95. Unparalleled |
| 64. Private | 80. Scientific | 96. Unsurpassed |
| 65. Profitable | 81. Security | 97. Urgent |
| 66. Profits | 82. Secret | 98. Value |
| 67. Proven | 83. Shocking | 99. Yes |
| 68. Quality | 84. Special | 100. You |
| 69. Quick | 85. Startling | |
| 70. Rare | 86. Strong | |

Uplifting Power Words

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|----------------|------------------|---------------------|
| 1. Abundance | 11. Harmony | 21. Persistence |
| 2. Achievement | 12. Health | 22. Poise |
| 3. Charity | 13. Honesty | 23. Power |
| 4. Confidence | 14. Inspiration | 24. Purpose |
| 5. Creativity | 15. Intelligence | 25. Resourcefulness |
| 6. Energy | 16. Kindness | 26. Serenity |
| 7. Freedom | 17. Life | 27. Strength |
| 8. Grace | 18. Love | 28. Success |
| 9. Guidance | 19. Memory | 29. Vitality |
| 10. Happiness | 20. Peace | 30. Wisdom |