

# Copywriting Cheat Sheet

*You'll find this compilation of power words and frameworks to be very useful when you're doing any copywriting. Some of the word lists will have overlap. It's because I've just compiled lists as I get them - and I didn't want to disturb the previous lists.*

## Tested Copy Words to Use

Amazing	How to...	Priority
Announcing	Hurry	Revolutionary
At last	Improved	Rush
Bargain	Instantly	Save
Bonus	Introducing	Secret
Breakthrough	It's here	Send no money
Charter	Just arrived	Special
Discount	Last chance	The truth about...
Discover	Limited	Today
Easy	Miracle	Unique
First time ever	Never before	Valuable
Forever	New	Win
Free	Now	Yes
Gift	Opportunity	You
Guaranteed	Premium	

## 37 Copywriting Emotions

Curiosity	Benevolence	Exhaustion	Insecurity
Optimism	Boredom	Happiness	Complacency
Laziness	Sadness	Pessimism	Revenge
Anger	Pride	Desperation	Passion
Patriotism	Whimsy	Love	Loneliness
Annoyance	Surprise	Envy	Sympathy
Disgust	Shyness	Lust	Embarrassment
Guilt	Indifference	Fear	Vanity
Confusion	Wit	Stupidity	Confidence
Altruism			

## Proven, Most Persuasive Words

Choose as many of the following words to use in your message that fit *naturally* in your message. Be sure you are not forcing them.

You	Why	Secrets
Proven	Announcing	Complete
How	Magic Discount	Unlimited
Compare	Please	Easy
Original	Discovery	Fast
Health	Results	Attention
Yes	Free	Imagine
Because	Now	Love
Exclusive	Bargain	Guarantee
Save	Money	Power
Safety	New	Free
Sale		Authentic

## More Powerful Words

Acclaimed, Advancement, Amazing, Announcing, Appealing, At Last, Attention, Authentic, Aware, Bargain, Because, Boosts, Breakthrough, Challenge, Change, Choice, Classic, Comfortable, Compare, Complete, Convenient, Delivers, Deserve, Discount, Discover, Discovery, Distinguished, Easy, Easily, Effective, Experience, Experienced, Expert, Extraordinary, Fast, Free, Fresh, Fun, Guarantee, Heal, Help, Honest, How To, Hurry Imagine, Important, Improved, Indispensable, Incredible, Informative, Instantly, Intimate, Introducing, Irresistible, Last Chance, Love, Luxurious, Magic, Miracle, Money, Money-making, Money-saving, Natural, Naturally, New, Now, Offer, Original, Overcome, Peace of Mind, Perfect, Please, Pleasure, Plus, Popular, Power, Powerfully, Practical, Prevents, Price reduction, Profitable, Promise, Proven, Quickly, Realize, Recommend, Refreshing, Relax, Reliable, Relief, Relieve, Remarkable, Research, Results, Risk Free, Revolutionary, Romantic, Safety, Sale, Satisfaction, Save, Scientific, Secret, Security, Sensational, Service, Simplifies, Soothe, Special Offer, Status, Stop, Stimulating, Striking, Stylish, Superior, Surefire, Surprising, Thank You, Timely, The Truth About, Traditional, Trusted, Ultimate, Unlimited, Unusual, Useful, Valuable, Wanted, Warning, You, Yours

## Headline Starters

Warning -

Do you think/want/need/ever/wonder/care/wish etc

Does your

Is your

Are you

If X then Y (*if you experience crippling migraine headaches, they you'll want to turn to page 38 immediately for Dr. Smith's "three-finger temple message" technique*)

## Bullet Formulas

How to X, even if Y.

How to X without Y and Z

You need X, Right? Wrong! (*Eating Pizza is a sure way to gain weight, right? WRONG*)

X Ways to Y

Where to Find Y.

How to eliminate X

What you should never...and what you should do instead!

Little-known...

Why [counterintuitive] works

Say goodbye to [frustration]

The Truth about X

What to do if...

What X taught me about Y

When it's OK to

The quickest and easiest...

The single most important...

How to tell...

Why...(*why you can't trust your financial planner*)

Avoid these common mistakes/pitfalls/traps etc.

What Never to (*what never to eat on an airplane*)

The sneaky way (*the sneaky way upscale restaurants pass off a \$6 bottle of wine as an extremely rare an expensive vintage*)

## 35 Headline Formulas

*(I don't recall the source of this so I can't give proper attribution)*

Now that I've shown you these formulas, you'll see them everywhere. But don't worry, they can't get overused. Now matter how often we see a headline that starts with the word "How," we never grow immune to it. As long as the rest of the headline is about something we're interested in, we bite.

These headlines also encourage you to write good copy that provides value through helpful information. Use these headlines to teach, explain, and help people. Then ask for the sale. You'll build trust with your audience and prove to them that you have value to offer.

1. Begin Your Headline with the Words "How To"
2. Begin Your Headline with the Word "How" (It's basically a duplicate, I know)
3. Begin Your Headline With the Word "Why"
4. Begin Your Headline with the Word "Which"
5. Begin Your Headline with the Words "Who Else"
6. Begin Your Headline with the Word "Wanted"
7. Begin Your Headline with the Word "This"
8. Begin Your Headline with the Word "Because"
9. Begin Your Headline with the Word "If"
10. Begin Your Headline with the Word "Advice"

## Headlines that Focus on Benefits

My favorite headlines focus on benefits. When people consider new products or services, they want to know how their lives will improve. Don't keep them guessing, throw that benefit straight into the headline.

These headlines will give you the most sales with the least amount of effort. Take the time to get good at them and you'll never have to worry about your marketing failing ever again.

11. Use a Testimonial Headline
12. Offer the Reader a Test (Can Your Kitchen Pass the Guest Test?)
13. Offer Information in Value
14. Tell a Story
15. Warn the Reader to Delay Buying
16. Let the Advertiser Speak Directly to the Reader (Write the entire ad in the first person and speak directly to the reader)

17. Address Your Headline to Specific Person or Group (I suggest you address your target market)
18. Have Your Headline Ask a Question
19. Offer Benefits Through Facts and Figures

## **News Headlines**

These 8 headline formats deliver because they do a fantastic job at arousing curiosity. People always want to know what's new and exciting. And the best way to show them that you have something new and exciting is to blatantly tell them.

20. Begin Your Headline with the Word "Introducing"
21. Begin Your Headline with the Word "Announcing"
22. Use Words that Have an Announcement Quality (Finally, Presenting, Just Released, etc)
23. Begin Your Headline With the Word "New"
24. Begin Your Headline With the Word "Now"
25. Begin Your Headlines With the Words "At Last"
26. Put a Date Into Your Headline
27. Write Your Headline In News Style (This one's a little redundant, focus on pushing the announcement angle)

## **Price Related Headlines**

Be careful with price headlines, they're too easy. Marketers rely on them WAY too frequently and condition their customers to only respond to discounts. When you can only sell with discounts, you've pushed your business into a death-spiral. Keep them in your back pocket for emergencies but avoid them as often as possible.

Now, some businesses depend on low prices. Their entire business model is based on delivering the product or service cheaper than anyone else. Think Walmart and generic brands. If that's the game you've chosen to play, you'll want to display your prices every chance you get. Put them in each headline you have and hope someone hasn't figured out how to do it cheaper than you.

28. Feature the Price in Your Headline
29. Feature Reduced Price
30. Feature a Special Merchandising Offer
31. Feature an Easy Payment Plan
32. Feature a Free Offer

## **One to Three Word Headlines**

You'll want to leave these headlines for the pros. Why? Because they still need to accomplish what the other headlines do naturally (grab attention with benefits or curiosity). But they only have 1-3 words to do it.

It's simply too easy to slip from attention grabbing to completely confusing.

Too often, marketers believe they can be pithy and cute by embodying their message into an abstract phrase or word. Usually, they just end up confusing everybody and the ad is worthless.

Remember: don't make your copy pithy and cute. No one will get it. They'll just think you're boring and confusing.

**So approach these last 3 with extreme caution.**

- 33. Use a One Word Headline
- 34. Use a Two Word Headline
- 35. Use a Three Word Headline

## Power Words (source: Jon Morrow)

### Fear Words

(effective for stirring up emotion, but don't overuse them)

Agony	Devastating	Lawsuit	Scary
Annihilate	Disastrous	Looming	Scream
Apocalypse	Drowning	Lunatic	Searing
Armageddon	Dumb	Lurking	Shatter
Assault	Embarrass	Meltdown	Shellacking
Backlash	Epidemic	Mired	Silly
Beating	Fail	Mistake	Slaughter
Beware	Feeble	Murder	Slave
Blinded	Fired	Nightmare	Smash
Blood	Fool	Painful	Strangle
Bloodbath	Foiled	Pale	Stupid
Bloodcurdling	Frantic	Panic	Suck
Bloody	Frightening	Peril	Tailspin
Bomb	Gambling	Piranha	Tank
Buffoon	Gullible	Pitfall	Targeted
Bumbling	Hack	Plague	Teetering
Cadaver	Hazardous	Played	Terror
Catastrophe	Hoax	Plummet	Terrorist
Caution	Holocaust	Plunge	Torture
Collapse	Horrific	Poison	Toxic
Corpse	Hurricane	Pummel	Tragedy
Crazy	Insidious	Poor	Trap
Cripple	Invasion	Prison	Trauma
Crisis	IRS	Pus	Vaporize
Danger	Jail	Reckoning	Victim
Deadly	Jeopardy	Refugee	Volatile
Death		Revenge	Vulnerable
Destroy		Risky	Warning
		Savage	Worry
			Wounded

## Energy Words

(these are to help breathe energy into your words and wake up the reader making them feel better)

Amazing	Daring	Guts	Remarkable
Audacity	Defiance	Happy	Sensational
Backbone	Delight	Heart	Spectacular
Belief	Devoted	Hero	Spine
Blissful	Epic	Hope	Spirit
Bold	Excited	Jaw-dropping	Staggering
Bravery	Eye-opening	Jubilant	Stunning
Breathtaking	Faith	Legendary	Surprising
Cheer	Fearless	Magic	Triumph
Conquer	Fulfill	Mind-blowing	Uplifting
Courage	Grateful	Miracle	Valor
Daring	Grit	Pluck	Victory
			Wonderful
			Wondrous

## Anger Words

(to get your reader angry about a situation / problem, etc)

Abuse	Crooked	Lies	Revolting
Arrogant	Crush	Loathsome	Ruthless
Ass kicking	Disgusting	Loser	Sick and Tired
Backstabbing	Evil	Lying	Smug
Beat down	Exploit	Maul	Sneaky
Brutal	Force-fed	Money-grubbing	Sniveling
Bullshit	Foul	No Good	Snob
Bully	Hate	Obnoxious	Snooty
Corrupt	Hostile	Payback	Snotty
Coward	Know it all	Pound	Stuck up
		Preposterous	Underhand
		Punish	



## **Greed Words**

(great for the making / saving money based writing)

Bargain	Feast	Jackpot	Savings
Best	Fortune	Luxurious	Six-figure
Billion	Free	Marked down	Skyrocket
Bonanza	Freebie	Massive	Soaring
Bonus	Frenzy	Money	Surge
Cash	Frugal	Nest egg	Treasure
Cheap	Gift	Pay zero	Triple
Discount	Greatest	Prize	Whopping
Dollar	Giveaway	Profit	
Double	Inexpensive	Quadruple	
Economical	Instantly	Reduced	
Explode		Rich	
Extra			

## **Trust Words**

(you have to get people to trust you - these words help people feel safe)

Anonymous	Money Back	Proven
Approved	No Obligation	Recession-proof
Authentic	No Questions	Recognized
Backed	Asked	Refund
Best-selling	No Risk	Research
Cancel Anytime	No Strings	Results
Certified	Attached	Secure
Endorsed	Official	Tested
Guaranteed	Privacy	Verify
Ironclad	Protected	Unconditional
Lifetime		

## **Mystery Words**

(use these to spark curiosity and intrigue because we're all fascinated by mysterious stuff)

Backdoor	Concealed	Hidden	Private
Banned	Confessions	Illegal	Priceless
Behind the Scenes	Confidential	Illusive	Restricted
Black Market	Controversial	Insider	Secrets
Blacklisted	Covert	Little-known	Smuggled
Bootleg	Cover-up	Lost	Strange
Censored	Forbidden	Off-limits	Unauthorized
Classified	Forgotten	Outlawed	Underground
			Withheld

## Words to Use Instead of “VERY”

very noisy	deafening
very often	frequently
very old	ancient
very old-fashioned	archaic
very open	transparent
very painful	excruciating
very pale	ashen
very perfect	flawless
very poor	destitute
very powerful	compelling
very pretty	beautiful
very quick	rapid
very quiet	hushed
very rainy	pouring
very rich	wealthy
very sad	sorrowful
very scary	chilling
very scared	petrified
very serious	grave
very sharp	keen
very shiny	gleaming
very short	brief
very shy	timid
very simple	basic