

# SOCIAL

## TESTIMONIAL PROFITS

### THE ULTIMATE LIST OF POWER WORDS

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Confusion or Helplessness

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## Words That Create

# CURIOSITY

Secret Confidential  
Controversial  
Underground  
What no one tells you  
Have you heard  
Cover-up  
Forbidden  
Banned  
Behind the Scenes  
Secret agenda Secret plot Insider  
Magical

Off-the record  
Blacklisted  
Censored  
Concealed  
Confessions  
Unbelievable  
Covert  
No one talks about  
Hidden underground  
Insider's Scoop  
Intel

## Words That Create

# URGENCY

Instantly  
Missing Out  
Left behind  
Magnificent  
Miracle  
Most Important  
Profitable  
Proven  
Quick  
Remarkable  
Results  
Revolutionary  
Safe

Sensational  
Should  
Startling  
Strongly agree/ recommend  
Strongly suggest  
Superb  
Superior  
Tremendous  
Truly  
Trustworthy  
Urge  
Worthwhile  
Deadline

# Words That Create

# **URGENCY**

Seize

bargain

Discount

Explode

Extra

Fortune

Save

Freebie

Jackpot

Reduced

Instant Savings

Skyrocket

Immediately

Imminently

Limited

# Words That Create

# **CONFUSION OR HELPLESSNESS**

doubtful

uncertain

indecisive

perplexed

embarrassed

hesitant

disillusioned

distrustful

misgiving

unsure

tense

stressed

uncomfortable

dishonest

manipulative

judgmental

argumentative

authoritative

condescending

distracted

disoriented

off-kilter

frenzied

blushing

awkward

insecure

deceived

helplessness

# Words That Create **CONFUSION OR HELPLESSNESS**

disdainful  
incapable  
paralyzed  
fatigued  
inferior  
vulnerable  
distressed  
pathetic  
distraught  
doomed  
overwhelmed  
incompetent  
incapacitated  
cowardly  
disempowered

trapped  
squirming  
jittery  
woozy  
twitching  
compulsive  
uncaring  
uninterested  
unresponsive  
terrified  
suspicious  
anxious  
alarmed  
panicked  
threatened

# Words That Create **ANGER AND UNREST**

Ordeal  
Outrageousness  
Provoke  
Repulsive  
Scandal  
Severe  
Shameful

Shocking  
Terrible  
Tragic  
Unreliable  
Unstable  
Wicked  
Aggravate

# Words That Create

# ANGER AND UNREST

Agony  
Appalled  
Atrocious  
Corrupting  
Damaging  
Deplorable  
Disadvantages  
Disastrous  
Disgusted  
Dreadful  
Eliminate  
Harmful  
Harsh  
Inconsiderate  
enraged  
revengeful  
retaliating  
reprimanding  
powerless  
despicable  
self-hating  
desperate  
alienated  
pessimistic  
dejected  
vilified  
unjustified  
violated

offensive  
aggressive  
frustrated  
controlling  
resentful  
malicious  
infuriated  
critical  
violent  
vindictive  
sadistic  
spiteful  
furious  
agitated  
antagonistic  
repulsed  
quarrelsome  
venomous  
rebellious  
exasperated  
impatient  
contrary  
condemning  
seething  
scornful  
sarcastic  
poisonous  
jealous  
ticked off

## Words That Create

# SAFETY OR SATISFACTION

Accurate

instantly

Advantage

Always

A cut above

Bargain

Certain

Certainly

Confident

Convenient

Definitely

Delighted

Easy

Ecstatic

Effective

Emphasize

Extremely

Freedom

Guaranteed

Highly effective/ likely

Introducing

First ever

Investment

conscientious

approving

honored

privileged

Astounded

assured

fulfilled

genuine

authentic

self-sufficient

reliable

sure

secure

stable

honest

truthful

supportive

excellent

responsible

solid

trusting

supported

Absolutely

Bargain

Clarity

Transparency

Humility

adaptable

relaxed

Astonishing

## Words That Create

# HAPPINESS AND POSITIVITY

blissful  
joyous  
delighted  
overjoyed  
gleeful  
thankful  
festive  
ecstatic  
satisfied  
cheerful  
sunny  
elated  
jubilant  
jovial  
fun-loving  
lighthearted  
glorious  
innocent  
child-like  
gratified  
euphoric  
on top of the  
world  
playful  
courageous  
energetic  
Bountiful  
Glowing

liberated  
optimistic  
frisky  
animated  
spirited  
thrilled  
wonderful  
funny  
intelligent  
exhilarated  
spunky  
youthful  
vigorous  
tickled  
creative  
constructive  
helpful  
resourceful  
at ease  
comfortable  
pleased  
encouraged  
surprised  
content  
serene  
bright  
blessed  
Vibrant

## Words That Create

# MOTIVATION OR EXCITEMENT

motivated

eager

keen

earnest

inspired

enthusiastic

bold

brave

daring

hopeful

upbeat

assured

clear

balanced

fine

okay

grateful

carefree

adequate

fulfilled

adaptable

Empowered

Focused

genuine

authentic

forgiving

sincere

uplifted

unburdened

confident

self-sufficient

reliable

sure

unique

dynamic

tenacious

cooperative

productive

exuberant

in the zone

responsive

conscientious

approving

honored

privileged

Capable



## Words That Create

# RELAXATION OR PEACEFULNESS

calm  
at ease  
comfortable  
content  
quiet  
certain  
relaxed  
serene  
bright  
blessed  
balanced  
grateful  
carefree  
fulfilled  
genuine  
authentic  
forgiving  
sincere  
uplifted  
unburdened  
confident  
self-sufficient  
glowing  
radiant  
beaming  
reflective  
smiling

grounded  
unhurried  
open-minded  
efficient  
non-controlling  
unassuming  
trusting  
supported  
fluid  
light  
spontaneous  
aware  
healthy  
meditative  
still  
rested  
waiting  
laughing  
graceful  
natural  
steady  
centered  
placid  
Clear  
Stoic  
Aligned