



THE

SOCIAL ADS

ADVANTAGE

POWER WORDS THAT CREATE EMOTION

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Confusion or Helplessness

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Helplessness Cont., Anger & Unrest

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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