

Words are cues

Words are triggers

Words when used correctly can transform an “eh whatever” into “wow that’s it!”

Words can make you go from literally ROFL to fuming with fury to an uncontrollable-urge-to-take-action-NOW-or-the-earth-may-stop-swinging-on-its-axis.

## **These are what I call High Emotion Words**

And these are capable of transforming an absolute no into almost yes and a “perhaps” into “for sure”!

Because it isn’t really about your desired action but the underlying emotion that drives that action. If you get them to feel that emotion, you GOT ‘em.

When you are trying to sell people a solution, what you are REALLY doing is evoking desire by making them imagine their best possible future with your solution

When you are trying to get them to take an action (like, share, subscribe, buy) what you are REALLY doing is to make it impossible for them NOT to take an action

When you are trying to get people to click and read your article, what you are REALLY doing is evoking curiosity so fierce that it claws at the minds of a casual browser and forces him to click that link and read that piece.

When you are trying to get someone to agree with you, what you are REALLY doing is trying to evoke empathy so they see your point of view.

Here is a list of emotional words that are proven to induce certain emotions (both negative and positive) and that I strongly encourage you use in your online (and offline) communications to get your prospect to take the desired action.

**Step One: Determine the desired action you want your prospect to take (e.g. like, share, read, subscribe, comment, buy etc.)**

**Step Two: Determine the exact emotional state that will drive that action (e.g. curious, relaxed, fearful, inspired etc.)**

**Step Three: Choose some of the words from this list and sprinkle 'em throughout your content.**

**Emotional State: Curiosity (when you want them to be gripped by an unshakable desire to click and read more):**

- Secret
- Confidential
- Controversial
- Underground
- What no one tells you
- Have you heard
- Cover-up
- Forbidden
- Banned
- Behind the Scenes
- Secret agenda
- Secret plot
- Insider
- Off-the record
- Blacklisted
- Censored
- Concealed
- Confessions
- Unbelievable
- Covert
- No one talks about
- Hidden
- Underground
- Insider's Scoop
- Intel

## **Emotional State: Urgency (If you want then to take action now now now):**

- Magical
- Instantly
- Missing Out
- Left behind
- Magnificent
- Miracle
- Most Important
- Profitable
- Proven
- Quick
- Remarkable
- Results
- Revolutionary
- Safe
- Save
- Sensational
- Should
- Startling
- Strongly agree/ recommend
- Strongly suggest
- Superb
- Superior
- Tremendous
- Truly
- Trustworthy
- Urge
- Worthwhile
- Deadline
- Limited
- Seize
- bargain
- Discount
- Explode
- Extra
- Fortune
- Freebie
- Jackpot
- Reduced
- Instant Savings
- Skyrocket
- Immediately
- Imminently

**Emotional State: Confusion and Helplessness (Especially useful when questioning Status Quo, making them realize what they are missing out or “us vs them” style content)**

- doubtful
- uncertain
- indecisive
- perplexed
- embarrassed
- hesitant
- disillusioned
- distrustful
- misgiving
- unsure
- tense
- stressed
- uncomfortable
- dishonest
- disdainful
- manipulative
- judgmental
- argumentative
- authoritative
- condescending
- distracted
- disoriented
- off-kilter
- frenzied
- blushing
- awkward
- incapable
- paralyzed
- fatigued
- inferior
- vulnerable
- distressed
- pathetic
- distraught
- doomed
- overwhelmed
- incompetent
- incapacitated
- inadequate
- trapped

- squirming
- jittery
- woozy
- twitching
- compulsive
- uncaring
- uninterested
- unresponsive
- terrified
- suspicious
- anxious
- alarmed
- panicked
- threatened
- cowardly
- insecure
- **Deceived**
- Helplessness
- **Disempowered**
- **Confused**
- **Ashamed**

**Emotional State: Anger (This is a high physiological arousal emotional state that can help drive a number of actions such as getting support for a cause or sharing content because of the sheer outrage felt)**

- Ordeal
- Outrageousness
- Provoke
- Repulsive
- Scandal
- Severe
- Shameful
- Shocking
- Terrible
- Tragic
- Unreliable
- Unstable
- Wicked
- Aggravate
- Agony
- Appalled
- Atrocious
- Corrupting
- Damaging
- Deplorable

- Disadvantages
- Disastrous
- Disgusted
- Dreadful
- Eliminate
- Harmful
- Harsh
- Inconsiderate
- enraged
- 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
- revengeful
- retaliating
- reprimanding
- powerless
- despicable
- self-hating
- desperate
- alienated

- pessimistic
- dejected
- vilified
- unjustified
- violated

## **Emotional State: Safe and Satisfied (Great for Sales Pages when you want people to feel secure in their choice)**

- 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
- adaptable
- relaxed
- Astonishing
- Astounded
- assured
- fulfilled
- genuine
- authentic

- self-sufficient
- reliable
- sure
- secure
- stable
- honest
- truthful
- supportive
- excellent
- responsible
- solid
- trusting
- supported
- Absolutely
- Bargain
- Clarity
- Transparency
- humility

**Emotional State: Happy and Alive (Health based products or services):**

- 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
- 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
- bountiful
- Glowing

**Emotional State: Inspired (as part of the content that is meant to inspire and make them feel like they are capable and in charge)**

- motivated
- eager
- keen
- earnest
- inspired
- enthusiastic
- bold
- brave
- daring

- hopeful
- upbeat
- assured
- clear
- balanced
- fine
- okay
- grateful
- carefree
- adequate
- fulfilled
- 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
- adaptable
- Empowered
- Focused
- Capable

**Emotional State: Relaxed and Peaceful (Products or services that offer mental peace and relaxation):**

- 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
- Aligned