



Work1099 Training Manual



1,320 Power Words & Phrases

*Your Swipe File of Winning Words
and Phrases for Your Sales Copy*

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Introduction

The legendary direct marketer, Ted Nicholas, once said “your sales letter can never be too long, only too boring.” To put it another way, if you have a successful 2 page sales letter, chances are a 4-page sales letter would beat it in a split test. An 8 pager would beat the 4. A 16 would trump the 8. A 32 would devastate the 16, and so on.

In fact, in today’s word of direct mail, an 80+ page magalog isn’t all that rare. But the copy *must* remain exciting throughout ... or no one will bother to read more than a few words. And if they don’t read it, they likely won’t buy.

Herein is the challenge. If you want them to buy, you first must get them to *read*.

If the copy is exciting, they are infinitely more likely to do so. This report is dedicated to a simple yet effective way to infuse your sales copy with the raw excitement required to keep them glued to the page ... right up until they’ve completed their order.

Even better, infusing your sales copy with excitement doesn’t require that you are an above average writer. Nor do you need a college degree or a “flair” for writing. There are a number of basic principles and techniques that anyone can use to take their copy to the next level. Allow me to explain.

Just changing a few words, the *right* words, can transform a dull duckling of a sales letter into a blockbuster.

Here's where to get started: when you use a lot of adjectives to describe something, it tends to sound like B.S. And if people don't believe you, they won't buy from you.

So, if you're new to writing, start by removing all adjectives from your sales letter. And don't allow yourself to add any back in either. (If you don't grasp this on intuition, try the exercise of removing all adjectives then read your copy again. You'll notice the difference)

Then, any time you get the temptation to use an adjective for emphasis, stop yourself. Use a power verb instead.

Find the most important verb in the sentence ... then replace it with a power verb; a verb that is emotionally-laden and tells an entire story in one word.

For example, in the sentence "He ran down the street", you could write it any number of different ways:

- "He ran down the street."
- "He scurried down the street."
- "He waltzed down the street."

- “He crawled down the street.”
- “He bolted down the street.”

As you can tell, each verb you use instead of “ran” has a different emotional story behind it. It’s worth taking the time to decide which verb works the best to convey what you want. Once you get the hang of this, you’ll find it’s far more effective for conveying your meaning than using adjectives. It also tends to be much more exciting to read, and so it gets read.

To help you get ideas for alternatives, you can use Thesaurus.com or a physical thesaurus; whichever is your preference. Also, you can see the power verbs reference at the end of this report to help get the creative juices flowing.

Power Words and Phrases

Once you’re used to using power verbs instead of adjectives, you’ll want to start using power phrases as well. Power phrases are nothing more than *showing* someone instead of *telling* someone. This tends to be infinitely more enjoyable to read, and it also translates into more sales. For example, consider the following two sentences:

- “He bolted down the street”
- “He bolted down the street, consumed by a mix of stark fear and outright rage.”

Using the word “bolted” is better than using the word “ran”, but adding an emotionally-rich description takes it a step further yet. It shows them the emotions you want to convey indirectly ... rather than simply telling them the information. This is a far more effective way of writing ... and you’ll notice the difference in your paycheck as well.

Review the references below to get a “feel” for what I mean ... then dive in.

Power Verbs Reference

First, let’s start out with a list of boring words. These are the ones you’d want to avoid and replace. To give credit where credit’s due, this list originally came from Clay Held: <http://www.clayheld.com/2010/07/22/50-boring-verbs>

Boring Verbs:

Is, Seem, Look, Feel, Walk, Made, Did, Saw, Got, Had, Talk, Need, Come, Ask, Try, Know, Imagine, Think, Smell, Taste, Want, Doubt, Love, Have, Like, Hate, Realize, Believe, Suppose, Fit, Owe, Remember, Mind, Belong, Include, Prefer, Promise, Weigh, Matter, Take, Smoke, Jump, Hurt, Kill

Now, here’s some more powerful alternatives you can use instead.

Visual Verbs:

- | | | |
|-------------|---------------|--------------|
| ➤ Admire | ➤ Gaze | ➤ Peek |
| ➤ Announce | ➤ Glance | ➤ Peer |
| ➤ Appear | ➤ Glare | ➤ Picture |
| ➤ Behold | ➤ Glimpse | ➤ Quiver |
| ➤ Brighten | ➤ Glow | ➤ Recognize |
| ➤ Clarify | ➤ Goggle | ➤ Redden |
| ➤ Clear | ➤ Hallucinate | ➤ Refocus |
| ➤ Color | ➤ Illustrate | ➤ Regard |
| ➤ Conceal | ➤ Ink | ➤ Scan |
| ➤ Darken | ➤ Inspect | ➤ Scowl |
| ➤ Dim | ➤ Leer | ➤ Scribble |
| ➤ Disguise | ➤ Lighten | ➤ Scrutinize |
| ➤ Elucidate | ➤ Look | ➤ Search |
| ➤ Espy | ➤ Narrow | ➤ See |
| ➤ Examine | ➤ Notice | ➤ Shine |
| ➤ Expose | ➤ Observe | ➤ Show |
| ➤ Eye | ➤ Ogle | ➤ Showcase |
| ➤ Face | ➤ Paint | ➤ Sketch |
| ➤ Gawk | ➤ Pale | ➤ Smile |

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|----------|-------------|-----------|
| ➤ Spy | ➤ Tidy | ➤ Watch |
| ➤ Squint | ➤ Twinkle | ➤ Witness |
| ➤ Stare | ➤ View | |
| ➤ Streak | ➤ Visualize | |

Auditory Verbs:

- | | | |
|------------|-----------|-------------|
| ➤ Applaud | ➤ Blather | ➤ Catcall |
| ➤ Argue | ➤ Bleat | ➤ Caterwaul |
| ➤ Ask | ➤ Blubber | ➤ Caw |
| ➤ Babble | ➤ Blurt | ➤ Chant |
| ➤ Badmouth | ➤ Boo | ➤ Chat |
| ➤ Banter | ➤ Boom | ➤ Chatter |
| ➤ Bark | ➤ Bray | ➤ Cheer |
| ➤ Bawl | ➤ Burble | ➤ Chime |
| ➤ Bay | ➤ Burp | ➤ Chirp |
| ➤ Belch | ➤ Buzz | ➤ Chirr |
| ➤ Bellow | ➤ Cackle | ➤ Chitter |
| ➤ Bemoan | ➤ Cajole | ➤ Chortle |
| ➤ Blare | ➤ Call | ➤ Chuckle |
| ➤ Blat | ➤ Carol | ➤ Clamor |

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|------------|-------------|-------------|
| ➤ Clang | ➤ Drone | ➤ Grunt |
| ➤ Clap | ➤ Drum | ➤ Guffaw |
| ➤ Clash | ➤ Eavesdrop | ➤ Gulp |
| ➤ Click | ➤ Echo | ➤ Gurgle |
| ➤ Clink | ➤ Exclaim | ➤ Harmonize |
| ➤ Clip | ➤ Fiddle | ➤ Hear |
| ➤ Clop | ➤ Flicker | ➤ Heckle |
| ➤ Cluck | ➤ Flute | ➤ Herald |
| ➤ Coo | ➤ Foresee | ➤ Hiccup |
| ➤ Cough | ➤ Fuss | ➤ Hiss |
| ➤ Crash | ➤ Gabble | ➤ Holler |
| ➤ Croak | ➤ Gag | ➤ Honk |
| ➤ Crow | ➤ Gargle | ➤ Hoot |
| ➤ Crunch | ➤ Gasp | ➤ Howl |
| ➤ Cry | ➤ Gibber | ➤ Huff |
| ➤ Cuss | ➤ Giggle | ➤ Hum |
| ➤ Declare | ➤ Gobble | ➤ Hurrah |
| ➤ Decree | ➤ Groan | ➤ Hush |
| ➤ Decry | ➤ Grouch | ➤ Implore |
| ➤ Denounce | ➤ Growl | ➤ Interject |
| ➤ Dictate | ➤ Grumble | ➤ Interrupt |

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|------------|--------------|------------|
| ➤ Intone | ➤ Preach | ➤ Roar |
| ➤ Jabber | ➤ Proclaim | ➤ Rumble |
| ➤ Jangle | ➤ Pronounce | ➤ Rustle |
| ➤ Jeer | ➤ Purr | ➤ Say |
| ➤ Jingle | ➤ Putter | ➤ Scoff |
| ➤ Lament | ➤ Quack | ➤ Scold |
| ➤ Laud | ➤ Quiet | ➤ Scream |
| ➤ Laugh | ➤ Ramble | ➤ Screech |
| ➤ Lecture | ➤ Rant | ➤ Serenade |
| ➤ Lisp | ➤ Rap | ➤ Shout |
| ➤ Listen | ➤ Rattle | ➤ Sheik |
| ➤ Lull | ➤ Recite | ➤ Shush |
| ➤ Moan | ➤ Regale | ➤ Sigh |
| ➤ Nag | ➤ Rephrase | ➤ Silence |
| ➤ Neigh | ➤ Restate | ➤ Simmer |
| ➤ Overhear | ➤ Retell | ➤ Sing |
| ➤ Plead | ➤ Retort | ➤ Slander |
| ➤ Plonk | ➤ Reword | ➤ Slur |
| ➤ Pray | ➤ Rhapsodize | ➤ Slurp |
| ➤ Praise | ➤ Rhyme | ➤ Smack |
| ➤ Prattle | ➤ Ring | ➤ Snap |

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|-----------|-------------|-----------|
| ➤ Snarl | ➤ Strum | ➤ Warble |
| ➤ Sneeze | ➤ Stutter | ➤ Weep |
| ➤ Snicker | ➤ Swear | ➤ Wheeze |
| ➤ Sniffle | ➤ Talk | ➤ Whimper |
| ➤ Snitch | ➤ Tell | ➤ Whine |
| ➤ Snivel | ➤ Testify | ➤ Whinny |
| ➤ Snore | ➤ Thump | ➤ Whisper |
| ➤ Snort | ➤ Tinkle | ➤ Whistle |
| ➤ Sob | ➤ Toot | ➤ Whoop |
| ➤ Sound | ➤ Trumpet | ➤ Yap |
| ➤ Speak | ➤ Tune | ➤ Yawn |
| ➤ Sputter | ➤ Ululate | ➤ Yawp |
| ➤ Squawk | ➤ Utter | ➤ Yell |
| ➤ Squeak | ➤ Verbalize | ➤ Yelp |
| ➤ Squeal | ➤ Vocalize | ➤ Yodel |
| ➤ Stammer | ➤ Wail | ➤ Yowl |

Kinesthetic Verbs:

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|--------------|-------|----------|
| ➤ Accelerate | ➤ Act | ➤ Adhere |
|--------------|-------|----------|

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|-------------|------------|-------------|
| ➤ Adorn | ➤ Beg | ➤ Bump |
| ➤ Advance | ➤ Bend | ➤ Burrow |
| ➤ Align | ➤ Beseech | ➤ Burst |
| ➤ Alter | ➤ Bind | ➤ Butcher |
| ➤ Amble | ➤ Bite | ➤ Button |
| ➤ Anoint | ➤ Blink | ➤ Caress |
| ➤ Approach | ➤ Blot | ➤ Carry |
| ➤ Arc | ➤ Blow | ➤ Cartwheel |
| ➤ Arrange | ➤ Bludgeon | ➤ Carve |
| ➤ Attach | ➤ Bolt | ➤ Catapult |
| ➤ Attack | ➤ Bonk | ➤ Catch |
| ➤ Backhand | ➤ Bounce | ➤ Chase |
| ➤ Backpedal | ➤ Brace | ➤ Chew |
| ➤ Backtrack | ➤ Brandish | ➤ Chill |
| ➤ Bang | ➤ Break | ➤ Chisel |
| ➤ Barge | ➤ Browbeat | ➤ Chomp |
| ➤ Bash | ➤ Brush | ➤ Chop |
| ➤ Bat | ➤ Buck | ➤ Chuck |
| ➤ Bathe | ➤ Buckle | ➤ Cinch |
| ➤ Beat | ➤ Build | ➤ Clamber |
| ➤ Beckon | ➤ Bumble | ➤ Clamp |

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|--------------|-----------|---------------|
| ➤ Clasp | ➤ Crack | ➤ Dampen |
| ➤ Claw | ➤ Cradle | ➤ Dangle |
| ➤ Cleave | ➤ Cram | ➤ Dart |
| ➤ Clench | ➤ Crawl | ➤ Dash |
| ➤ Climb | ➤ Crease | ➤ Deflate |
| ➤ Cling | ➤ Creep | ➤ Deflect |
| ➤ Club | ➤ Crimp | ➤ Demonstrate |
| ➤ Clutch | ➤ Cringe | ➤ Descend |
| ➤ Coil | ➤ Crinkle | ➤ Detach |
| ➤ Collapse | ➤ Crop | ➤ Devour |
| ➤ Collect | ➤ Crouch | ➤ Dig |
| ➤ Collide | ➤ Crumble | ➤ Dilate |
| ➤ Comb | ➤ Crumple | ➤ Dimple |
| ➤ Compress | ➤ Crush | ➤ Dip |
| ➤ Connect | ➤ Cuddle | ➤ Disentangle |
| ➤ Constrict | ➤ Cuff | ➤ Dislodge |
| ➤ Contend | ➤ Curl | ➤ Dismount |
| ➤ Contort | ➤ Curtsy | ➤ Displace |
| ➤ Counteract | ➤ Cut | ➤ Dive |
| ➤ Cover | ➤ Dab | ➤ Divert |
| ➤ Cower | ➤ Dance | ➤ Divide |

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|------------|-------------|------------|
| ➤ Dodge | ➤ Enfold | ➤ Fasten |
| ➤ Doodle | ➤ Engage | ➤ Fence |
| ➤ Drag | ➤ Engrave | ➤ Fend |
| ➤ Drain | ➤ Engulf | ➤ Fetch |
| ➤ Drape | ➤ Enshroud | ➤ Fidget |
| ➤ Draw | ➤ Ensnare | ➤ Finger |
| ➤ Drift | ➤ Entangle | ➤ Fish |
| ➤ Drill | ➤ Envelop | ➤ Flail |
| ➤ Drink | ➤ Etch | ➤ Flank |
| ➤ Drip | ➤ Excavate | ➤ Flap |
| ➤ Droop | ➤ Exchange | ➤ Flatten |
| ➤ Drop | ➤ Exclude | ➤ Flee |
| ➤ Duck | ➤ Exhale | ➤ Flex |
| ➤ Dump | ➤ Expand | ➤ Flick |
| ➤ Dunk | ➤ Extend | ➤ Flinch |
| ➤ Elbow | ➤ Extract | ➤ Fling |
| ➤ Elevate | ➤ Extricate | ➤ Flip |
| ➤ Embrace | ➤ Fabricate | ➤ Flit |
| ➤ Empower | ➤ Faint | ➤ Float |
| ➤ Encircle | ➤ Fall | ➤ Flop |
| ➤ Enclose | ➤ Fan | ➤ Flounder |

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|-----------|-------------|------------|
| ➤ Flutter | ➤ Grab | ➤ Hem |
| ➤ Fold | ➤ Grapple | ➤ Hew |
| ➤ Fondle | ➤ Grasp | ➤ Hike |
| ➤ Force | ➤ Graze | ➤ Hit |
| ➤ Forge | ➤ Grind | ➤ Hitch |
| ➤ Form | ➤ Grip | ➤ Hobble |
| ➤ Fortify | ➤ Grope | ➤ Hold |
| ➤ Frame | ➤ Grovel | ➤ Hook |
| ➤ Freeze | ➤ Guard | ➤ Hop |
| ➤ Frisk | ➤ Gulp | ➤ Hug |
| ➤ Frolic | ➤ Gyrate | ➤ Hunch |
| ➤ Fumble | ➤ Hack | ➤ Hurl |
| ➤ Furl | ➤ Hammer | ➤ Hustle |
| ➤ Gallop | ➤ Handle | ➤ Immerse |
| ➤ Gather | ➤ Harden | ➤ Impale |
| ➤ Gesture | ➤ Harvest | ➤ Implant |
| ➤ Glide | ➤ Hasten | ➤ Impress |
| ➤ Gnash | ➤ Haul | ➤ Imprint |
| ➤ Gnaw | ➤ Head-butt | ➤ Inflame |
| ➤ Go | ➤ Heal | ➤ Inflect |
| ➤ Gouge | ➤ Heave | ➤ Interact |

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|-------------|------------|-------------|
| ➤ Intersect | ➤ Lace | ➤ Lurch |
| ➤ Interfere | ➤ Land | ➤ Lurk |
| ➤ Interlace | ➤ Lash | ➤ Nip |
| ➤ Interlock | ➤ Latch | ➤ Nuzzle |
| ➤ Jab | ➤ Lather | ➤ Ooze |
| ➤ Jam | ➤ Launch | ➤ Palpitate |
| ➤ Jerk | ➤ Lay | ➤ Paw |
| ➤ Jiggle | ➤ Lean | ➤ Peck |
| ➤ Jog | ➤ Leap | ➤ Pelt |
| ➤ Jolt | ➤ Lengthen | ➤ Perspire |
| ➤ Jostle | ➤ Lick | ➤ Pet |
| ➤ Juggle | ➤ Lift | ➤ Pick |
| ➤ Jump | ➤ Limp | ➤ Pierce |
| ➤ Kick | ➤ Load | ➤ Pinch |
| ➤ Kiss | ➤ Loaf | ➤ Play |
| ➤ Knead | ➤ Lob | ➤ Plod |
| ➤ Knee | ➤ Lock | ➤ Plump |
| ➤ Kneel | ➤ Loiter | ➤ Poke |
| ➤ Knit | ➤ Lounge | ➤ Pop |
| ➤ Knock | ➤ Lug | ➤ Pounce |
| ➤ Kowtow | ➤ Lunge | ➤ Pound |

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|-------------|------------|------------|
| ➤ Pour | ➤ Relax | ➤ Scrub |
| ➤ Press | ➤ Repack | ➤ Scuff |
| ➤ Prick | ➤ Rest | ➤ Scuttle |
| ➤ Prod | ➤ Retch | ➤ Seize |
| ➤ Promenade | ➤ Retrieve | ➤ Sever |
| ➤ Propel | ➤ Rip | ➤ Shake |
| ➤ Prowl | ➤ Rock | ➤ Shape |
| ➤ Pry | ➤ Roll | ➤ Shave |
| ➤ Pull | ➤ Rotate | ➤ Shear |
| ➤ Pummel | ➤ Rub | ➤ Shield |
| ➤ Punch | ➤ Ruffle | ➤ Shiver |
| ➤ Puncture | ➤ Salivate | ➤ Shock |
| ➤ Push | ➤ Saunter | ➤ Shove |
| ➤ Quake | ➤ Scamper | ➤ Shower |
| ➤ Quicken | ➤ Scatter | ➤ Shred |
| ➤ Quiver | ➤ Scoop | ➤ Shrug |
| ➤ Race | ➤ Scoot | ➤ Sidestep |
| ➤ Raise | ➤ Scour | ➤ Sidle |
| ➤ Ram | ➤ Scramble | ➤ Sip |
| ➤ Reach | ➤ Scrape | ➤ Sit |
| ➤ Rearrange | ➤ Scratch | ➤ Skewer |

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|--------------|-------------|------------|
| ➤ Skip | ➤ Spin | ➤ Stretch |
| ➤ Slam | ➤ Spit | ➤ Strike |
| ➤ Slash | ➤ Splash | ➤ Stroke |
| ➤ Slather | ➤ Spread | ➤ Stroll |
| ➤ Slice | ➤ Sprint | ➤ Struggle |
| ➤ Slide | ➤ Spur | ➤ Strut |
| ➤ Slumber | ➤ Squash | ➤ Stumble |
| ➤ Slump | ➤ Squeeze | ➤ Suck |
| ➤ Smack | ➤ Squirm | ➤ Surround |
| ➤ Smash | ➤ Squish | ➤ Swab |
| ➤ Smear | ➤ Stab | ➤ Swallow |
| ➤ Smile | ➤ Stalk | ➤ Swat |
| ➤ Smush | ➤ Stamp | ➤ Sweat |
| ➤ Snatch | ➤ Stand | ➤ Sweep |
| ➤ Sneak | ➤ Startle | ➤ Swerve |
| ➤ Snuggle | ➤ Step | ➤ Swoon |
| ➤ Soak | ➤ Stiffen | ➤ Swim |
| ➤ Somersault | ➤ Stimulate | ➤ Swing |
| ➤ Soothe | ➤ Stomp | ➤ Swipe |
| ➤ Spank | ➤ Stoop | ➤ Swirl |
| ➤ Spasm | ➤ Strangle | ➤ Swish |

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|-----------|------------|------------|
| ➤ Swivel | ➤ Trip | ➤ Unfasten |
| ➤ Tackle | ➤ Trot | ➤ Unfold |
| ➤ Tap | ➤ Trounce | ➤ Unfurl |
| ➤ Tear | ➤ Trudge | ➤ Unhook |
| ➤ Tease | ➤ Tuck | ➤ Unravel |
| ➤ Tense | ➤ Tug | ➤ Unroll |
| ➤ Throw | ➤ Tumble | ➤ Untangle |
| ➤ Thrust | ➤ Tweak | ➤ Untie |
| ➤ Thwack | ➤ Tweeze | ➤ Untwist |
| ➤ Tickle | ➤ Twirl | ➤ Unveil |
| ➤ Tiptoe | ➤ Twist | ➤ Unwind |
| ➤ Toil | ➤ Twitch | ➤ Unwrap |
| ➤ Topple | ➤ Unbend | ➤ Vault |
| ➤ Toss | ➤ Unbind | ➤ Veer |
| ➤ Tote | ➤ Unbutton | ➤ Vibrate |
| ➤ Touch | ➤ Unbuckle | ➤ Vomit |
| ➤ Toughen | ➤ Unclass | ➤ Waddle |
| ➤ Tousle | ➤ Unclass | ➤ Wade |
| ➤ Traipse | ➤ Uncoil | ➤ Wag |
| ➤ Tread | ➤ Uncover | ➤ Waggle |
| ➤ Tremble | ➤ Undulate | ➤ Walk |

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|----------|----------|-----------|
| ➤ Wallop | ➤ Whack | ➤ Wobble |
| ➤ Waltz | ➤ Whip | ➤ Worship |
| ➤ Wander | ➤ Wiggle | ➤ Wrestle |
| ➤ Wave | ➤ Wince | ➤ Writhe |
| ➤ Weave | ➤ Wink | ➤ Yang |
| ➤ Wedge | ➤ Wipe | |

Power Words & Phrases Reference

- | | | |
|-----------|----------------|------------|
| ➤ Trust | ➤ Broken down | ➤ Gorgeous |
| ➤ Nail it | ➤ Hidden power | ➤ Judge |

- Kidnap
- Hurt
- Insist
- Oozed out
- Desire
- Cocky
- Pulling your leg
- Territory
- White Hot
- Sheer nonsense
- Test drive
- Believe
- Counter-intuitive
- Gauge
- Vast majority
- Major trouble
- The painful truth
- Glamorous
- Enough to drive a man insane
- Details
- Knock-off
- Ego
- Nuance
- Reveal
- Heck
- Cartoon antics
- Authorized
- Personal seal of approval
- Knows where the bodies are buried
- Perfect
- Zero risk
- Blunder
- More than you'll ever know
- Shadow
- Flirt with death
- Generous
- Outrageous
- Hunt it down
- Outsider
- Professional badass
- Everything but the kitchen sink
- Revealed
- Discontent
- You snooze, you lose
- Trash talk
- Oblivious
- God-forsaken
- Firestorm
- Special opportunity
- Miss the cut
- Blab
- Let the cat out of the bag

- Maim
- Dominate
- At your own pace
- Cheating
- Intimidation
- Accurate
- Exploit
- Cold hard facts
- Crucial
- Humiliate
- Blitz
- Vulnerable
- Wounded duck
- General public
- Dead broke
- Hint
- Bad feelings
- Forever
- Serious
- Suddenly
- Muddle along
- Butt ugly
- Come clean
- Demand
- Word on the street
- Hardcore
- Lazy
- Impossible
- Crammed
- Knocked out
- Obligated
- Blew my mind
- Tailored
- Effective
- Forced
- Brand spanking new
- Impatient
- Down and dirty
- Undercover
- Impressive
- The sharks
- To your heart's content
- Shock and awe
- Poured our hearts into it
- Stunning
- Stress-free
- Artistic grace
- Left me in the dark
- Stumble
- Scared to death
- Scenario
- Examine
- Materialize
- Horrible mistake
- Learn it the hard way
- The "Lazy Man's" way

- Custom-tailored
- Glared
- Test drive
- Powerful
- Elite
- Marked for death
- Neutralize
- Tremendous
- Forgotten
- Superiority
- Painless and fun
- Awesome
- Embarrass
- Lying, cheating cowards
- Original
- Respect
- Dazed
- Crush
- Threat
- Nightmarish
- Bull charge
- Afraid
- First peek
- Dragged kicking and screaming
- New kid on the block
- Grow like a weed
- Survive
- Surreal
- Dark alley
- The one and only
- Confused
- Nasty
- Bone-crunching
- Blinding
- Unexpected
- On the front lines
- Helpless
- Attack
- Slash
- Confidential
- Deadly rage
- Thanks but no thanks
- Slaughter
- Her deepest, darkest secret
- Faster than you ever dreamed possible
- Liability
- Assume
- Luxury
- Financial magic
- Honest loophole
- Too good to be true

- Rock-Sold Confidence
- Honest-to-god
- Explode
- Research
- Discover
- Nearly instant results
- Financial bodybag
- Obliterate
- Stockpile
- Tactics
- Tickle
- Cutting edge
- Quasi-legal
- Coax
- A ton
- Extensive
- Titanic
- Spectacular
- Huge
- Giant
- Gigantic
- Gargantuan
- Enormous
- Up in your face
- Tremendous
- Massive
- Escape
- Change your life
- Jumbo
- Amazing
- Figure things out
- Secret hit list
- Immense
- Mega
- Blew it big time
- Maximize
- Max
- False confidence
- Limitless
- Countless
- Staggering
- Abundant
- Multiple
- Unlimited
- Quick
- Rapid
- Instant
- Immediate
- Fast results
- In seconds
- In minutes
- Soars
- Dashes
- Brisk
- Full throttle
- Behind enemy lines
- Jaw-dropping
- Deluxe
- Luxury
- Hidden expenses

- Massage
- Tax-friendly
- Scrutiny
- A.S.A.P.
- Without delay
- Zooms
- Get up and running in minutes
- Fast-acting
- Fast
- Quick
- Automatic
- Foolproof
- Straightforward
- Effortless
- Quick and easy
- User-friendly
- Simplified
- Easy to follow
- Easy to understand
- A snap
- Clarifies
- Child play
- Underestimate
- No sweat
- One touch
- In just seconds
- In just minutes
- Your fair share
- Accessible
- All in one
- For beginners
- Shaking in fear
- You don't have to be an expert
- Even a dummy can do it
- It's never been easier
- All you do is
- No sweat
- No pain, no gain
- No fluff
- No fuss
- No headaches
- No more struggling
- Step-by-step
- A must
- Jackpot
- Unfair advantage
- Siren song
- Maniac
- Overlooked
- Serious problems
- Stop it cold
- Risky
- Instantly pocket more money
- Kick in
- Out of luck
- Performs extra duties
- Secret weapon
- Luxurious
- Beneficial
- Rewarding

- Toppled like a house of cards
- Important
- Worthwhile
- Precious
- Scarce
- Rare
- Upmarket
- Limited edition
- Deluxe
- Profitable
- Priceless
- Can't get anywhere else
- Robust
- Commanding
- Compelling
- Savvy
- No hassle
- Advantage
- Fanatic
- Crazy
- Nasty tax trap
- Take your business to the next level
- Explosive
- Hidden assets
- Penalties
- Devour
- Sock away
- Free money
- Dynamite
- Spectacular
- Shatters
- Smashes
- Blows away
- Riveting
- Left with nothing but broken promises and shattered dreams
- Zen master
- Arrogance
- Shocking
- Stunning
- Beefy
- Heavyweight
- Powerhouse
- Energy
- Impact
- Blasts
- Amp it up
- Lethal
- Ensure
- Devoured alive
- Reckless
- Devastating
- Here's the bottom line
- Turbo charged
- Slams
- Intense
- Educational
- Detailed
- In-depth
- Enlightening
- Expert advice
- Useful advice
- Step-by-step
- Video tutorials

- Guide
- Manual
- Introducing
- Just released
- Just launched
- Nothing comes close
- Psychological tactics
- Reckless
- Disregard
- Just arrived
- Brand new
- Burst
- Hotshot attorney
- Evidence
- Disaster
- Fresh
- Revolutionary
- Break through
- Ground breaking
- High-tech
- Up-to-date
- Current
- Newly discovered
- Shiny new
- Updated
- Startling
- Worth every penny
- Steady flow of inside information
- No risk
- Penalty
- Shrink
- Robbed
- Free money
- Gamble
- Cutting-edge
- State-of-the-art
- Proven
- Tested
- Stable
- Grab
- Courtesy of yours truly
- Trusted
- Honest
- Dependable
- Error-free
- Life-and-death
- Trouble-free
- Eliminate the competition
- Perfectly legal
- Inner circle
- Disarm
- Require
- Magically
- Proven strategies
- Proven techniques
- Top credentials
- Safe
- Secure
- Lethal combination

- Peace of mind
- Soothing
- Protected
- Relax
- Guarantee
- Secret Source
- Thumbs up
- Unexpected
- Sold out
- Hidden tax
- “Crack the code”
- Share the wealth
- Marketing Voodoo
- The big leagues
- Financial Bloodbath
- Disgruntled
- Stronger
- Time-tested
- Off the hook
- Advice
- Secret deadline
- Iron-clad
- Confession
- Trouble-free
- Worry-free
- No headaches
- Rest easy
- Reliable
- Broke out in a cold sweat
- Outlaw
- In a nano-second
- Your details are safe with us
- We do not share with 3rd parties
- Little
- Less
- Mini
- Superiority Complex
- Micro
- Tiny
- Petite
- Cute
- Neat
- Concise
- Fits anywhere
- Space-saving
- Portable
- Handheld
- Trim
- Lightweight
- Won’t weigh you down
- Doesn’t take too much disk space
- Reduced
- Slashed
- The flat-out facts
- Cut down
- Condensed
- Inexpensive
- Affordable
- Budget

- Low-priced
- Discounted Sale
- Astonishingly Good deal
- Direct prices
- Wholesale prices
- Hot deals
- A fraction of the cost
- Only \$ _____
- Good value for money
- A smart buy
- Extra savings
- More bang for your buck
- Prices slashed
- Pays for itself
- Cash savings
- It's all wrong
- Mindset
- Relax
- Passion
- The best deal in town
- Reputation
- Horrible
- Saves you time and money
- Mass-market prices
- Truthful
- Frank
- Reliable
- Straightforward
- Transparent
- Integrity
- Ethical
- Reputable
- Genuine
- Confidential
- Blew it
- Direct
- Crippled
- Pocket an easy ten bucks
- Total fluke
- Open
- Sincere
- Revealing
- Uncover
- Confront reality
- Changed
- Upgraded
- Renewed
- Rejuvenated
- Career suicide
- Revamped
- Refined
- Modified
- Enhanced
- Expanded
- Perfected
- New design
- Spruced up
- Developed
- Healthy
- Healthy alternative
- Low-fat

- Refreshing
- Nutritious
- All natural
- Soothing
- Rejuvenating
- Fortifying
- Banish
- Eases
- Organic
- Herbal
- No additives
- Nothing artificial
- Relaxation
- Eases tension
- Relieves stress
- Makes you feel good
- Boosts
- Severe
- Dangerous
- Duped
- Distinguished
- Helps
- Accumulate Wealth
- Tactics
- Victim
- Deny
- Secret
- Trap
- Triggers
- Brutal
- Bonanza
- Cold hard cash
- Hidden secrets
- Breakthrough
- Plain english
- Beautiful
- Dazzling
- Stunning
- Gorgeous
- Handsome
- Tease
- Blast
- Almost overnight
- Urgent
- Ridicule
- Limited
- Dominate
- Astonish
- Dangerous
- Slay
- Boost
- Obsolete
- Killer
- Cold-cock
- Heaven
- Bribe
- Guts
- Shattered dreams
- Avoid
- Emergency
- Rhythm
- Glitch
- Demand
- Scour
- Mumbo-jumbo
- Required Knowledge

- Brilliant
- Jumpstart
- Striking
- Attractive
- Lovely
- Perfect
- Sleep
- Neat
- Trim
- Sexy
- Captivating
- Winning
- Flattering
- Enticing
- Blood thirsty
- Constant dread
- Elegant
- Vibrant
- Radiant
- Skeptical
- Keeping an open mind
- Glowing
- Sparkling
- Awesome
- Hidden
- Treasure
- Untold
- Quietly
- Nobody is telling you
- Over-looked strategies
- Won't find out
- You'll only find out here
- Kept for a long time
- Do not want to reveal

Your Next Action Steps:

- For the next month, don't allow yourself to use any adjectives. Force yourself to focus on using power verbs instead to give emphasis.
- Once you are used to using power verbs instead of adjectives, start using power phrases as well.