

THE MONSTER LIST OF POWER WORDS

317 Emotion-Packed Words and Phrases
That'll Instantly Make You a Better Writer

by Jon Morrow

Words to Provoke Fear

Fear is without a doubt the most powerful emotion for grabbing and keeping an audience's attention.

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

Words to Encourage and Energize

Wake your readers from their stupor with words that infuse energy and enthusiasm.

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

Words to Elicit Desire

Like it or not, sex sells, so tap into the provocative power of lust to lure your readers.

Brazen	Lick	Sex	Tantalizing
Crave	Lonely	Shameless	Tawdry
Depraved	Lust	Sinful	Thrilling
Dirty	Naked	Sleazy	Uncensored
Exposed	Naughty	Sleeping	Wanton
Forbidden	Provocative	Spank	Whip
Hypnotic	Scandalous	Steamy	
Lascivious	Sensual	Sweaty	

Words to Incite Anger

Snap people from apathy to action using words that connect with your readers' anger.

Abuse	Disgusting	Maul	Ruthless
Arrogant	Evil	Money-grubbing	Sick and tired
Ass kicking	Force-fed	Nazi	Smug
Backstabbing	Foul	No good	Sniveling
Beat down	Hate	Obnoxious	Snob
Bullshit	Know it all	Payback	Snooty
Bully	Lies	Pound	Snotty
Coward	Loathsome	Preposterous	Stuck up
Crooked	Loser	Punish	Underhanded
Crush	Lying	Revolting	

Words to Grapple with Greed

Because whether they desire to make or save it, every human on the planet is interested in money.

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

Words to Ensure Security

Choose words that make your readers feel safe, and you'll more easily gain their confidence and trust.

Anonymous	Guaranteed	No strings attached	Research
Authentic	Ironclad	Official	Results
Backed	Lifetime	Privacy	Secure
Best-selling	Money back	Protected	Tested
Cancel anytime	No obligation	Proven	Try before you buy
Certified	No questions asked	Recession-proof	Verify
Endorsed	No risk	Refund	Unconditional

Words to Trigger Temptation

The truth is, we're all fascinated by the mysterious and forbidden, so intrigue readers by sprinkling these power words throughout your writing.

Backdoor	Concealed	Forgotten	Private
Banned	Confessions	Hidden	Secrets
Behind the scenes	Confidential	Illegal	Smuggled
Black market	Controversial	Insider	Strange
Blacklisted	Covert	Lost	Unauthorized
Bootleg	Cover-up	Off-limits	Withheld
Censored	Forbidden	Outlawed	

"For beginning writers, power words are one of the easiest tools to master. Unlike many storytelling strategies which can take years of practice to master, you can start sprinkling power words into your writing, and you'll notice an immediate lift in the quality of your prose."