

# Emotional Trigger Words

## TRIPWIRE

You	Instantly
Free	New
Because	

## OGILVY

Suddenly	Miracle
Now	Magic
Announcing	Offer
Introducing	Quick
Improvement	Easy
Amazing	Wanted
Sensational	Challenge
Remarkable	Compare
Revolutionary	Bargain
Starteling	Hurry

## COMMUNITY

Join  
Become a Member  
Come Along

## CAUSE AND EFFECT

Accordingly	Due to
As a result	For this reason
Because	Since
Caused By	Therefore
Consequently	Thus

## Many people are saying... CONSPIRACY!

Win	Smart
Stupid	Dangerous
Weak	Bad
Loser	Huge
We	Terrific
They	Tremendous
Moron	Zero
Tough	Out of control

## FEAR

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

## GREED

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

## SURPRISE

5,000 Year Old	Jaw Dropping	Stunning
Secret	Mind Boggling	Surprising
All Over The World	Miraculous	Thrill
Amazingly	Like Magic	Transformations
Astonishing	Magical	Turning Point
Baffles	Mystery Solved	Unbelievable
Believe it or Not	Phenomenon	Under The
Blown Away	Preposterous	Radar
Bowled Over	Sensational	Unexpected
Is a Breeze	Sharper	Benefit
Cinderella Story	Shocker	Byproduct
Dazzle	Shocking	Discovered by
Discreetly	Sneak Preview	accident
Dropped Away	Staggering	Unexpected
Eye Opening	Startling	turn of events
Great Stuff	Stunned	Utterly
Little Known		Fascinating
		Wonder

## SCARCITY

Limited Offer	Sale ends soon	Only available
Supplies are	Today only	here
running out	Only 10 spots left	Double your
Get them while	Only 3 left	order for the
they last		next 10 minutes

# Emotional Trigger Words

## SET SCENE

Color	Loud/Quite
Season	Light / Dark
Time	Hot / Cold
Texture	Awkward
Geography	Pressure
Mood	Mindset

## EXCLUSIVE

Members Only	Become an insider
Login Required	Be one of few
Class Full	Get before anyone else
Membership now closed	Be the first to hear about it
Ask for an invitation	Only available to subscribers
Be a beta tester	
Exclusive offer	

## TRANSITION

As you know  
As you probably know  
What you might not know

## BETRAYAL

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

## SHAME

Abuse	Inhumane
Accusations	Lab rat
Ashamed	Lawsuit
Background noise	Losses
Bad press	Lose your job
Bad rep	Mistake
Bail you out	No Clue
Biggest loser	Pathetic
Blah sex life	Pointing the finger
Broke	Poking and priding
Broken	Potency problems
Cardinal Sins	Problem
Castration	Resignation
Degraded	Rotten Apple
Default	Ruined
Delinquent	Financially
Desperate	Sentenced
Embarrassingly	Shakiest
Dysfunction	Shame
Feminize	Shenanigans
Fired	Stuck holding the bag
Gullible	Struggling
Hall of Shame	Stumbles
Hangover of the Century	Turn into a woman
Huge embarrassment	
Humiliation	

## SHOCK

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

## HYPNOTIC COMMANDS

Look	Compare	Check This Out
Listen	Imagine	Just Pretend you
Believe Me	Frankly	Remember
Think about it	Honestly	Suppose
Consider this	Instantly	What would it be like
Excuse Me	Obviously	Realize
Trust me	Ultimately	Sooner or later
Understand	Defiantly	Every time you
Suddenly	Ordinarily	Sit down
Ultimately	As you can see	Stand up
Scientifically	Surely	Turn around
Mathematically	Why? Because	Pull out
Now	Let me explain	
Challenge	In other words	

## GOOD NEWS

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

## SAFE

Anonymous	No Obligation	Refund
Authentic	No Questions	Research
Backed	Asked	Results
Best-selling	No Risk	Secure
Cancel Anytime	No Strings	Tested
Certified	Attached	Try before You
Endorsed	Privacy	Buy Verify
Guaranteed	Protected	Unconditional
Lifetime	Proven	
Money back	Recession-proof	

# Emotional Trigger Words

## URGENCY

Act Fast	Priority
Act Quickly	Red Hot
Before Your	Seize
Forget	Snap-Up
Before It's Too	Still Time
Late	Strictly Limited
Crucial	Today
Deadline	Tonight
Decisively	Up To The Minute
Don't Delay	Urge You
Don't Dilly Dally	Urgent
Don't Hesitate	Very First
Early Bird	Watershed
Emergency	While it's fresh on
Fast Breaking	your mind
First Come First	Within the next
Serve	

## FORBIDDEN

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

## PERSUASION POWER WORDS

Trust Immediately	Guarantee	How to
Discover Profit	New	Worst
Learn	Proven	Ultimate
Know	Safety	Hot
Understand	Money	First
Powerful	Now	Big
Best	Today	Anniversary
Win	Results	Premier
More	Protect	Basic
Bonuses	Help	Complete
Exclusive	Easy	Save
Extra	Amazing	Plus!
You	Latest	Create
FREE	Extraordinary	

## SECURITY

100%	Completely	Exhaustive
#1	Convinced	Expert
Accurate	Comprehensive	Extra Protection
Again and Again	Confirmed	Evidence is
Ancient	Correctly	OVERWHELMING
Awarded	Crash Proof	Featured
Backed	Credentials	For any reason
Back tested	Crusade	Four way
Bankable	Decades	guarantee
Battle Hardened	Fact	Guaranteed
Best selling	Earned the respect	Guard like a
Bulletproof	Earn trust	junkyard dog
Cancel Any Time	Ensure	Guardian
		Hang your hat

## PHYSICAL FEELINGS

Touch - Burned	Balance - Gut Check	Hope
Taste - Bitter Pill	Change	Love
Smell - Stinks		