

125 Words You Need to Know in Copywriting

The 20 Most Influential Words in Advertising

1. Suddenly
2. Now
3. Announcing
4. Introducing
5. Improvement
6. Amazing
7. Sensational
8. Remarkable
9. Revolutionary
10. Startling
11. Miracle
12. Magic
13. Offer
14. Quick
15. Easy
16. Wanted
17. Challenge
18. Compare
19. Bargain
20. Hurry

- David Ogilvy

12 Phrases for Exclusivity

21. Members only
22. Login required
23. Class full
24. Membership now closed
25. Ask for an invitation
26. Apply to be one of our beta testers
27. Exclusive offers
28. Become an insider
29. Be one of the few
30. Get it before everybody else
31. Be the first to hear about it

32. Only available to subscribers

- Garrett Moon

9 Phrases for Scarcity

- 33. Limited offer
- 34. Supplies running out
- 35. Get them while they last
- 36. Sale ends soon
- 37. Today only
- 38. Only 10 available
- 39. Only 3 left
- 40. Only available here
- 41. Double the offer in the next hour only

28 Words for Security

- 42. Anonymous
- 43. Authentic
- 44. Backed
- 45. Best-selling
- 46. Cancel Anytime
- 47. Certified
- 48. Endorsed
- 49. Guaranteed
- 50. Ironclad
- 51. Lifetime
- 52. Moneyback
- 53. No Obligation
- 54. No Questions Asked
- 55. No Risk
- 56. No Strings Attached
- 57. Official
- 58. Privacy
- 59. Protected
- 60. Proven
- 61. Recession-proof
- 62. Refund
- 63. Research
- 64. Results
- 65. Secure
- 66. Tested
- 67. Try before You Buy

- 68. Verify
- 69. Unconditional

- Jon Morrow

48 Power Words

- 70. Improve
- 71. Trust
- 72. Immediately
- 73. Discover
- 74. Profit
- 75. Learn
- 76. Know
- 77. Understand
- 78. Powerful
- 79. Best
- 80. Win
- 81. Hot Special
- 82. More
- 83. Bonus
- 84. Exclusive
- 85. Extra
- 86. You
- 87. Free
- 88. Health
- 89. Guarantee
- 90. New
- 91. Proven
- 92. Safety
- 93. Money
- 94. Now
- 95. Today
- 96. Results
- 97. Protect
- 98. Help
- 99. Easy
- 100. Amazing
- 101. Latest
- 102. Extraordinary
- 103. How to
- 104. Worst
- 105. Ultimate
- 106. Hot

107. First
108. Big
109. Anniversary
110. Premiere
111. Basic
112. Complete
113. Save
114. Plus!
115. Create

- *Linda Ruth*

10 Cause-and-Effect Words & Phrases

116. Accordingly
117. As a result
118. Because
119. Caused by
120. Consequently
121. Due to
122. For this reason
123. Since
124. Therefore
125. Thus

- *Darlene Price*

Source - [Buffer Social](#)