

AD POWER WORDS CHEAT SHEET



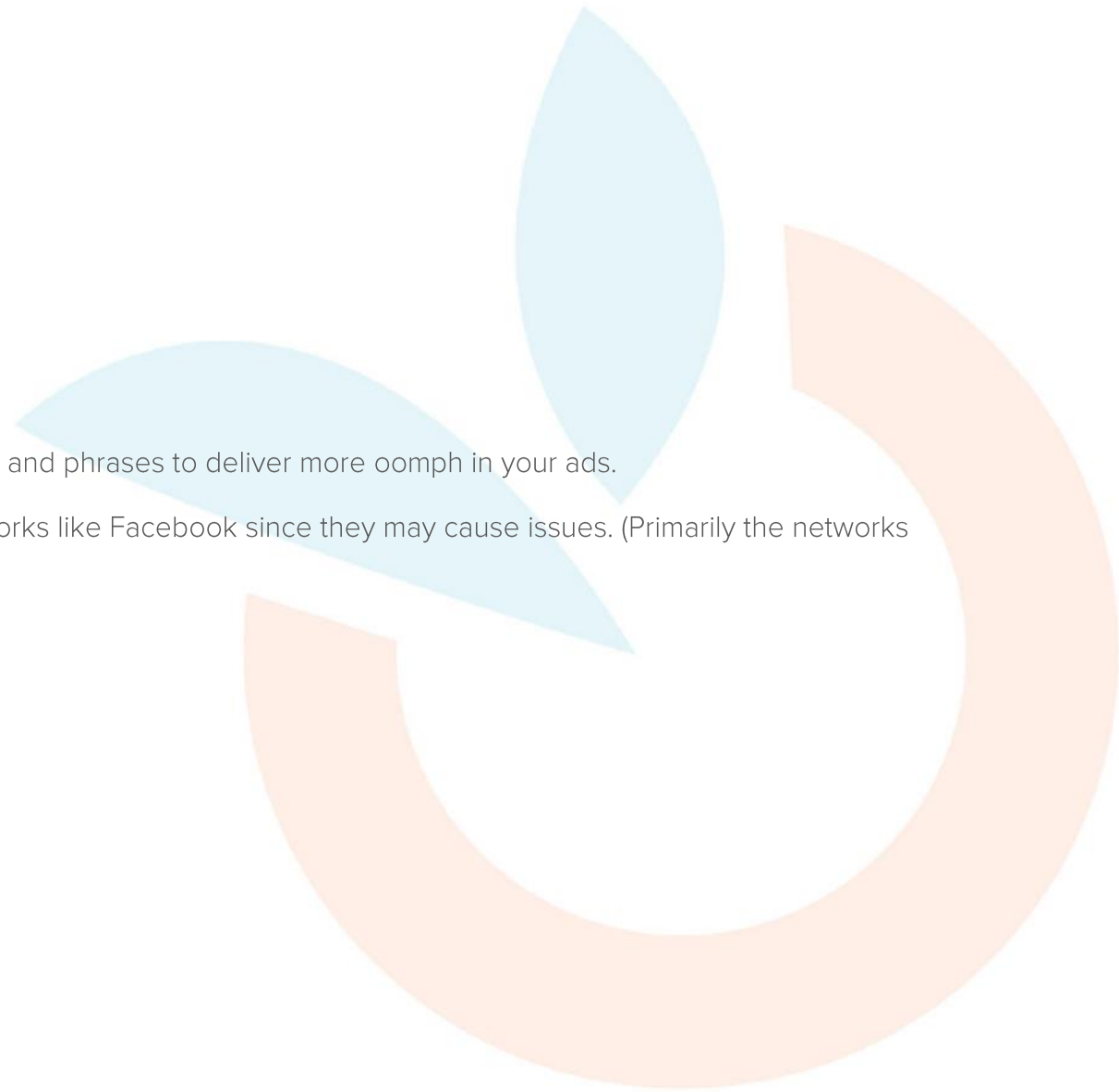


INTRODUCTION

I've put together this cheat sheet of power words and phrases to deliver more oomph in your ads.

Be cautious with some of them on some ad networks like Facebook since they may cause issues. (Primarily the networks want to avoid claims being made.)

Sharon Hayes



AD POWER WORDS CHEAT SHEET

abused
action
aggression
alert
astounding
attack
backbone
ballooning
bankrupt
bargain
battered
battle
beat
begging
belly-up
betray
beware
biggest
blamed
blazing
blood-sucking
blood-thirsty
bludgeoned
bomb
bonanza

break-away
breakthrough
carnage
cash-in
cash-out
cataclysmic
catapult
catastrophe
chuck
claimed
clear-cut
colossal
combine
compete
comprehensive
conflicts
control
crash
crawl
crimes
crisis
crucial
crusade
crushed
cutting-edge



dangers
dashed
dead
deadliest
decline
defend
destroy
destruction
devastating
dirty-tricks
disaster
disease
dominant
dominate
doomed
dramatic
drives
drop-kick
dropped
drown
dwindles
early-bird
eased
easily
easy-to-follow
electrified
eliminate
embarrassed
enemies

energized
enjoy
enormous
erupt
escape
escorted
evil
exorbitant
explode
exploit
explore
exposed
eye-opening
fervently
fight
fistful
flee
fortune
freedom
frenzy
green-with-envy
groundbreaking
guide
gutsy
gutted
harness
haul
hazardous
hidden



historic
hit
humiliated
hungry
immediate
immediately
impact
impactful
incinerates
increase
ingenious
insane
instant
instantly
insulate
insulted
intensifies
invigorated
invites
known
launched
lies
magic
magically
maximize
meltdown
mercilessly
mind-boggling
miracle

mission
molested
multiply
new
no-brainer
notorious
obliterate
obscure
opportunity
outbreak
outrageous
overlooked
overnight
overwhelmed
pain-free
panic
peace
pleading
plummet
plunged
plunked
pocketing
power
profit
profitable
prohibit
prosper
protect
prudent



pump-up
punch-drunk
push
quadruple
quick
quickly
radical
reborn
refuse
regret
rejuvenated
release
relevant
renegade
renewed
resistance
resistant
responsive
reversed
revitalized
revived
revolting
revolution
revolutionize
risk
rocked
sabotage
satisfy
savvy

scoop
screaming
screeching
secret
seek
select
sharp
sharpest
shield
shining
shrink
skinned-alive
skyrocket
slam
slam-dunk
slashed
slaughter
sloshing
smash
smoldering
sober
soothed
sophisticated
spark
spectacular
stab
staggering
stare
stealth



step-by-step
stinks
strangled
strapped
strategy
streak
strengthens
stuns
suddenly
suffered
surging
survive
suspects
terrifying
terror
terrorist
threatening
throw
tough
toughest
traps
treachery
tried-and-true
trigger
triple
trounced
ugly
ultimate
unbeatable

undervalued
unleashed
unlimited
unscrupulous
unstoppable
unveil
urgent
vicious
victim
volatile
vulnerable
war
warning
weak
wealth
whack
whipped
whopping
wild
windfall
wreck

