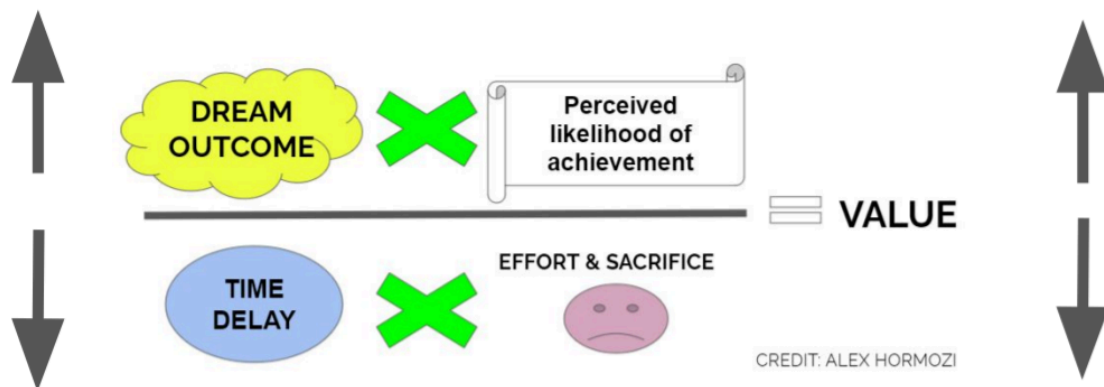


Short Stack Copywriting Guide...

Avoid words that imply there's work involved...



Highlight benefit vs feature.

I.e '12 modules' vs 'unique pathway to hitting your goals in less time'

Key drivers:

- Mystery
- Intrigue (acronyms)
- New
- Limited risk
- Believability (can the person achieve those results/see themselves doing it?)
- Anything that removes the idea of having to do hard work...

- Labeling - Negative striplining or damaging admission...

I.e 'earn \$10,000 with this one simple hack...

But before I go into that, please understand that these results are not typical. I don't know you, your work ethic or capacity to follow instructions...'

- Results others are getting
- Social proof

Power words for you to use.....

Greed Words

These power words can trigger that tendency by playing on scarcity and loss aversion, or simply by making something sound more valuable.

Bargain	Fortune	Frenzy	Premiere	Price break
Before	Frugal		Prize	
Best	Gift		Profit	
Big	Giveaway		Quadruple	
Billion	Greatest		Quick	
Bonanza	Guilt-free		Reduced	
Bonus	Hurry		Rich	
Cash	Inexpensive		Running out	
Cheap	Instantly		Sale ends soon	
Deadline	Jackpot		Save	
Discount	Last chance		Savings	
Dollar	Limited		Six-figure	
Don't miss out	Luxurious		Skyrocket	
Double	Marked down		Soaring	
Economical	Massive		Special	

Exclusive Expires Explode Extra Fast Feast Final First	Monetize Money More Nest egg Never again New Now Pay zero	Surge Treasure Triple Ultimate Up-sell Value While they last Whopping
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Curiosity

Astonishing Backdoor Banned Be the first Become an insider Behind the scenes Bizarre Black market Blacklisted Bootleg Censored Class full Classified Closet Concealed Confessions Confidential Controversial Cover-up Covert Crazy Cringeworthy Dark Elusive Extraordinary	Hush-hush Illegal Illusive Incredibly Insane Insider Interesting Invitation only Key Limited Little-known Login required Lost Members only Myths Odd Off the record Off-limits On the QT Outlawed Priceless Private Privy Psycho Remote	Shocking Smuggled Sneak peek Spoiler Strange Stunning Supersecret Thought-provoking Top secret Trade secret Unauthorized Unbelievable Uncharted Unconventional Under the table Under wraps Underground Undiscovered Unexplained Unexplored Unheard of Unique Unlock Unsung Untold
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Eye-opening Forbidden Forgotten Hidden Hilarious	Restricted Ridiculous Secret Secrets Shh!	Unusual Wacky Withheld Zany
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Sloth Words

Anything that implies 'hard work' is seen as a negative and usually clicks people into a state of logic (you ideally want their emotional brain activated at this point).

Accessible All-inclusive Basic Building blocks Cheat sheet Child's play Cinch Clear Complete Components Comprehensive Copy Downloadable Easy Economical Efficient Effortless Elementary Elements Factors Fail-proof Fill in the blanks Formula Free	Freebie Gift Guide How-to In less than In record time Index Ingredients Instant Itemized Kickstart Light List Manageable Manifest Mere Minutes Model Mold No nonsense No problem No sweat Nothing to it Now	On demand Painless Pattern Picnic Piece of cake Plain Printable Quick Ready Replicate Report Roadmap Simple Simple as ABC Smooth Smooth sailing Snap Straightforward Steal Steps Swipe Template Tools Uncomplicated
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Lust Words

These words allude to 'desire.'

Alluring Brazen Captivating Charismatic Compelling Crave Depraved Desire Dirty Enchanting Engaging Exotic Exposed Fascinating Flirt Forbidden Hypnotic Intriguing	Lascivious Lick Lonely Lovely Lust Magnetic Mind-blowing Mischievous Mouthwatering Naked Naughty Obsession Passionate Pleasurable Promiscuous Provocative Riveting Scandalous Sensual	Sex Shameless Sinful Sleazy Sleeping Spank Steamy Stimulating Striking Sweaty Tantalizing Tawdry Tease Thrilling Uncensored Urge Wanton Whip Wild
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Vanity Words

These help uncover people's innate desire for things which have material self interest

Ahead of the game Amazing Amplify At the top Attractive Awe-inspiring Beautiful Bold Booming	Elegant Elite Enchant Epic Fearless Fortunate Foxy Genius Good-looking	Quick-witted Remarkable Sassy Saucy Sensational Smart Spectacular Spine Staggering
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Boost	Gorgeous	Strong
Boss	Guts	Stunning
Brassy	Handsome	Successful
Bravery	Hero	Super-human
Brazen	Jaw-dropping	Triumph
Bright	Jubilant	Turbo charge
Brilliant	Kick ass	Ultimate
Cheer	Knockout	Unbeaten
Clever	Legendary	Undefeated
Conquer	Lucky	Valor
Courage	Magic	Vanquish
Crowned	Mind-blowing	Victory
Daring	Moneymaking	Wealthy
Dazzling	Notable	Wonderful
Defiance	Noteworthy	Wondrous
Drop-dead	Optimal	You
Effective	Prosperous	

Trust Words

One of the key drivers for people buying is in the level of trust they have for you as a marketer, the product or service being able to fulfill their goals and the trust they have for themselves being able to achieve those goals with the aid of the product/service

According to	Ensured	Proven
Accredited	Expert	Recession-proof
Anonymous	Fully refundable	Recognized
Approved	Genuine	Refund
Authentic	Guaranteed	Reliable
Authoritative	Improved	Research
Authority	Ironclad	Results
Backed	Lifetime	Safety
Because	Moneyback	Scientifically proven
Best	No obligation	Secure
Best selling	No questions asked	Studies show
Bona fide	No risk	Tested
Cancel anytime	No strings attached	Track record

Case study Certified Dependable Don't worry Endorsed	Official Pay zero Privacy Professional Protected	Try before you buy Unconditional Verify Well respected Worldwide
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Anger Words

In Blair Warrens famous 'one sentence persuasion' which states *'People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies'*

Using a few of these words in your copy will help create an 'us vs them' perspective in your readers minds.

Abuse Agitate Annoy Arrogant Ass kicking B.S. Backstabbing Beat down Boil over Broke Brutal Buffoon Bullshit Bully Corrupt Coward Crooked Crush Diatrife	Force-fed Foul Greedy Hate Hostile Know it all Lies Loathsome Loser Lying Maul Miff Money-grubbing Morally bankrupt Nazi No Good Obnoxious Payback Pitiful	Rant Revolting Ruthless Screw Sick and Tired Smug Sneaky Sniveling Snob Snooty Snotty Stink Stuck up Thug Underhanded Vicious Victim Violent Waste
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Diminish Disgusting Evil Exploit Fear	Pound Preposterous Provoke Punish Raise hell	Weak Worst Wounded
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Fear Words

Fear is perhaps the most powerful motivator of all. It's that primal instinct that keeps us safe, that keeps us *alive*.

If you want to inspire your readers to take action—whether that's sharing your blog post, downloading your lead magnet, or buying your product—use these power words to make them fearful of what might happen if they don't.

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

Want further support in applying these concepts?
DM the word COPY here > <https://m.me/esthermchat>