

# Blog Words: Appeal to Greed Emotion Cheat Sheet by [deleted] via cheatography.com/2754/cs/14670/

#### Introduction

The legendary copywriter Gary Halbert once said, "If you want people to buy something, stomp on their greed glands until they bleed." Graphic, yes, but also true.

Skim through good sales copy, and you'll find a lot of these power words. Many of them are so overused they've become clich?, but that doesn't stop them from working.

The truth is, nearly every human being on the planet is interested in either making or saving money. Use these words to tap into those desires:

Source: https://smartblogger.com/power-words/

## **Greed Words**

Bargain

Best

Billion

Bonanza

Cash

Cheap

Discount

Dollar

Double

Explode

Extra

Feast

Fortune

Free

Freebie

Frenzy

Frugal

Gift

Greatest

Inexpensive

Jackpot

Luxurious

Marked down

Massive

Money

Nest egg

Pay zero

Prize

Profit

Quadruple

## Greed



### Continued

Reduced

Rich

Savings

Six-figure

Skyrocket

Soaring Surge

Treasure

Triple

Whopping



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