

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 cliché, but that doesn't stop them from working.

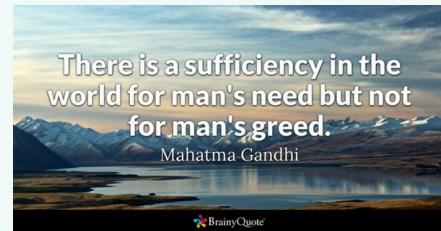
The truth is, nearly every human being on the planet is interested in either making or saving money. Use these words to tap into those desires:

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