

### 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.

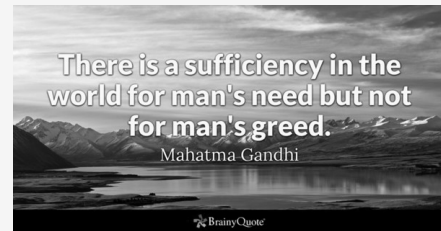
The truth is, nearly every human being on the planet is interested in either making or saving money. Use these words to tap into those desires:

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