

Introduction

Just for a moment, stop reading this post, turn on the television, and go to a major news channel. Watch it for five minutes, listening for the words below. Chances are, you'll hear dozens of them. Here's why: Fear is without a doubt the most powerful emotion for grabbing and keeping an audience's attention. To make sure you don't change the channel, news networks load up with fear words, making you worry you might miss something important. It's effective. Granted, you can overdo it, but in my opinion, most writers don't use these types of words nearly enough. They really do connect with people.

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

A - E

Agony
Apocalypse
Armageddon
Assault
Backlash
Beating
Beware
Blinded
Blood
Bloodbath
Bloodcurdling
Bloody
Bomb
Buffoon
Bumbling
Cadaver
Catastrophe
Caution
Collapse
Corpse

A - E (cont)

Crazy
Cripple
Crisis
Danger
Deadly
Death
Destroy
Devastating
Disastrous
Drowning
Dumb

F - P

Embarrass
Fail
Feeble
Fired
Fool
Fooled
Frantic
Frightening
Gambling
Gullible
Hack
Hazardous
Hoax
Holocaust
Horrific
Hurricane
Insidious
Invasion
IRS
Jail
Jeopardy
Lawsuit
Looming
Lunatic

F - P (cont)

Lurking
Meltdown
Mired
Mistake
Murder
Nightmare
Painful
Pale
Panic
Peril
Piranha
Pitfall
Plague
Played
Plummet
Plunge
Poison
Pummel
Poor
Prison
Pus

Horror



HORROR

R - Z

Reckoning
Refugee
Revenge
Risky
Scary
Scream
Searing
Shatter
Shellacking
Silly
Slaughter
Slave
Smash
Strangle
Stupid
Suck
Tailspin
Tank
Targeted
Teetering
Terror
Terrorist
Toxic
Trap
Vaporize
Victim
Volatile
Vulnerable
Warning
Worry
Wounded



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