

# 60+ Effective Words to Use in Your Copywriting (and 20 Words *Not* to Use)

*This is an extra resource to go along with the original article:*  
[How to Speak Your Customers' Language: Copywriting for SaaS](#)

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Use the following "power" words in your copy, including on your home page, sales pages, and ads, to trigger an emotional response and get the reader to act. Add as many of these words as possible to your copy.

1. Afraid
2. Because
3. Become
4. Best-selling
5. Bonus
6. Create
7. Discount
8. Discover
9. Easy
10. Endorsed
11. Exciting
12. Exclusive
13. Extra
14. Failure
15. Fast
16. Fear
17. Few
18. Free
19. Guarantee
20. Guilty
21. Health
22. Humiliation
23. Hurry
24. Immediately
25. Improve
26. Instantly
27. Latest
28. Learn

29. Learn more
30. Lifetime
31. Limited
32. Magic
33. Money
34. Money-back
35. Never
36. New
37. Now
38. Only
39. Plus
40. Profit
41. Proven
42. Quick
43. Reject
44. Results
45. Revealed
46. Safe
47. Satisfaction
48. Save
49. Secret
50. Share
51. Simple
52. Special
53. Stress
54. Today
55. Trust
56. Truth
57. Understand
58. Welcome
59. Win
60. Worst
61. You

Bonus: Don't use the following words in your copy (they're overused and, as a result, not as effective and practically meaningless).

1. Best in class
2. Cutting-edge
3. Disruptive
4. Excellent customer service
5. Game-changing
6. Ground-breaking

7. Industry-standard
8. Innovative
9. Leading
10. Next generation
11. Passionate
12. Pioneering
13. Purpose-driven
14. Revolutionary
15. Robust
16. State of the art
17. Superior
18. Top-notch
19. Ultimate
20. Visionary
21. World-class