

INBOX renegade

-POWER WORDS-

Spice Up Your Writing to Make Your
Emails Jump Off the Page



Theo Poulentzas

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The **POWER WORDS** I've listed below should be used to inject some life into otherwise dull emails. I know when I first was introduced to using power words many years ago, I completely ignored them. Why? Because I was a bloody fool who didn't realise how important they were.

Don't be an idiot like I was.

Power Words **DO** make a difference to your writing.

A massive difference!

Your subscribers have to sift through a wallop amount of unnecessary bullshit every day they're online. After a short while, all information gets the scanning treatment.

Look at the emails you open up and attempt to read every time you venture into your inbox. I bet you scan the contents and rarely take time out to read from start to finish. Is this what you want for your own emails? For them to be scanned?

It's the last thing you want, right?

Right.

Fact is, you want your words to **JUMP** off the page. To get your reader **EMOTIONALLY** engaged. To take them on a rollercoaster ride. That's what you want to have at the top of your mind when writing emails.

Your writing **MUST** have a lasting impression.

The words you use **MUST** pack an emotional punch if you want people to give a damn about your message.

Do you need to be a great writer to engage?

Absolutely not.

As long as you can **write like you speak**, entertain, and use emotionally charged words and phrases; you will have more than enough ammunition to engage your readers.

I've said this more than once so far in this training: most people use everyday words in their emails, that have been... well... **DONE TO DEATH**. They care not about spicing their emails up to make them interesting to read. They **FALSELY** believe their overall message is what's most important. It's not. Words,

as I keep banging on about, are just **EMPTY WORDS ON A PAGE** until you bring them to **LIFE**.

And what better way to do this than to simply replace boring, mundane, everyday words, with much more powerful ones?

We use power words.

Now, keep in mind, you're not writing a novel every time you sit down to create a stellar email. No need to spend all day sifting through a catalogue of different words and phrases. All you need to do, is drop into this document, **choose a power word**, and use it in place of the ordinary words your subscribers are so accustomed to reading.

That's it.

Below, is the list of **POWER WORDS**. It's not an exhaustive list by any stretch, but it's enough to get you going. I've also categorised each section into **EMOTIONALLY CHARGED** themes like FEAR, EMPOWERING, ANGER, etc.

Anyway, here ya go...

The Emotion... ANGER

Abuse	Foul	Pound	Destroy
Ass kicking	Hate	Preposterous	Antagonize
Backstabbing	Know it all	Punish	Double-Cross
Beat down	Lies	Revolting	Back-Stab
Bullshit	Loathsome	Ruthless	Punish
Bully	Loser	Sick and Tired	Bash
Coward	Lying	Smug	Rip Off
Crooked	Maul	Sniveling	Betray
Crush	Nazi	Snob	Get-Revenge

distressed	mistaken	inexcusable	spiteful
disturbed	moody	infuriated	spoiled
disturbing	moronic	insane	stealing
double-crossing	narrow-minded	insecure	stupid
drunk	nasty	insensitive	superficial
dull	naughty	insincere	swindling
dumb	nauseating	irate	tasteless
eccentric	no-good	irrational	terrible
egotistical	obnoxious	irresponsible	territorial
embarrassing	offensive	irritating	thick
embittered	out-of-control	jealous	thieving
emotional	out-of-line	lame	thoughtless
empty	outraged	lazy	ticked off
evil	painful	livid	tiny-dick
exploiting	pathetic	loose	trashy
f'ed up	pea-brained	lost	troubled
fake	pissed	lousy	twisted
false	pissed off	low	two-dimensional
fat	pointless	lowlife	
flawed	promiscuous	lying	
foolish	psycho	mad	
forgetful	pushy	malicious	
freak	rabid	maniacal	
freeloading	racist	manipulating	
		manipulative	

The Emotion... **FEAR**

Anxiety	Buffoon	Frightening	Panic
Despair	Bumbling	Gambling	Piranha
Dread	Cadaver	Gullible	Pitfall
Horror	Catastrophe	Hack	Plague
Panic	Caution	Hazardous	Poor
Scare	Collapse	Hoax	Prison
Suspicion	Corpse	Holocaust	Revenge
Terror	Crazy	Horrific	Scary
Agitation	Cripple	Hurricane	Scream
Aversion	Crisis	Insidious	Shatter
Consternation	Danger	Invasion	Slaughter
Cowardice	Deadly	IRS	Slave
Creeps	Death	Jail	Smash
Discomposure	Destroy	Jeopardy	Strangle
Agony	Devastating	Lawsuit	Stupid
Apocalypse	Disastrous	Looming	Terror
Armageddon	Drowning	Lunatic	Terrorist
Assault	Dumb	Lurking	Toxic
Backlash	Embarrass	Meltdown	Victim
Beating	Fail	Mired	Volatile
Beware	Feeble	Mistake	Vulnerable
Blinded	Fired	Murder	Warning
Blood	Fool	Nightmare	Worry
Bloodbath	Fooled	Painful	Wounded

The Emotion... **GREED**

Bargain	Luxurious	avarice
Best	Marked down	excess
Billion	Massive	gluttony
Bonanza	Money	hunger
Cash	Nest egg	longing
Cheap	Pay zero	selfishness
Discount	Prize	acquisitiveness
Dollar	Profit	avidity
Double	Quadruple	covetousness
Explode	Reduced	craving
Extra	Rich	indulgence
Feast	Savings	intemperance
Fortune	Six-figure	piggishness
Free	Skyrocket	rapacity
Freebie	Soaring	ravenousness
Frenzy	Surge	voracity
Frugal	Treasure	gormandizing
Gift	Triple	graspingness
Greatest	Whopping	insatiableness

Words That Build... **TRUST**

Authentic	confidence
Backed	expectation
Best-selling	faith
Cancel Anytime	hope
Certified	assurance
Endorsed	certainty
Guaranteed	certitude
Ironclad	conviction
Lifetime	credence
Moneyback	credit
No Obligation	dependence
No Questions Asked	positiveness
No Risk	reliance
No Strings Attached	sureness
Official	entrustment
Privacy	gospel truth
Protected	Trust or Trusted
Proven	Affordable
Recession-proof	Respect
Refund	Quality
Research	Satisfaction
Results	Consistency
	Unconditional

Random Power Punching Words & Phrases

White hot	Bull charge	Spraying Shots
Tap into	Lean and mean	Blew my mind
Stunningly vicious	Monster-sized	Artistic grace
Urgent	Surreal	Oblivious
Explosive	Jacked-up	Bend over backwards
Firestorm	Dark alley	The real thing
Insider information	Combat	Zero risk
Blast out of	Nerve-shattering	Butt ugly
Deep end of	Blinding	Throw-away techniques
the pool	Deadly Rage	Scratch the surface
Dominate	Maximize	Ripped off
Exploit	Cutting-edge	Shrewd
Stun	Implode	Shockwaves
Brand spanking new	Cold-cock	Hardcore
Secretive	Breakthrough	You snooze, you lose
Vulnerable	Bonanza	Thousand-yard stare
Heat up	Supercharge	Grow like a weed
Wounded duck	Crack the code	False confidence
Wickedly effective	Legal magic act	Hot to trot
Explosive power	Voodoo	Shaking with fear
Tremendous	Gargantuan	Devour them alive
Untapped resource	Shortcut	Alive and kicking
Quivering	Make waves	Stunning peek
Street-tough		World stage
Street-smart		Commando
		Total Fluke

Okay, you get the idea. Make sure to ALWAYS pop into a thesaurus now and then to switch out boring words and phrases, more ones that pack more of an emotional punch. It will make all the difference to your emails.

Another powerful way to spruce up your emails is to add in a couple “stupid phrases” like the ones below...

Politically correct ways to say someone is stupid:

- 1. A few clowns short of a circus.**
- 2. A few fries short of a Happy Meal.**
- 3. An experiment in Artificial Stupidity.**
- 4. A few beers short of a six-pack.**
- 5. Dumber than a box of hair.**
- 6. A few peas short of a casserole.**
- 7. Doesn't have all his cornflakes in one box.**
- 8. The wheel's spinning, but the hamster's dead.**
- 9. One Fruit Loop shy of a full bowl.**
- 10. One taco short of a combination plate.**
- 11. A few feathers short of a whole duck.**
- 12. All foam, no beer.**
- 13. The cheese slid off his cracker.**
- 14. Body by Fisher, brains by Mattel.**
- 15. Has an IQ of 2, but it takes 3 to grunt.**
- 16. Warning: Objects in mirror are dumber than they appear.**
- 17. Couldn't pour water out of a boot with instructions on the heel.**

- 18. He fell out of the Stupid tree and hit every branch on the way down.**
- 19. An intellect rivalled only by garden tools.**
- 20. As smart as bait.**
- 21. Chimney's clogged.**
- 22. Doesn't have all his dogs on one leash.**
- 23. Doesn't know much but leads the league in nostril hair.**
- 24. Elevator doesn't go all the way to the top floor.**
- 25. Forgot to pay his brain bill.**
- 26. Her sewing machine's out of thread.**
- 27. His antenna doesn't pick up all the channels.**
- 28. His belt doesn't go through all the loops.**
- 29. If he had another brain, it would be lonely.**
- 30. Missing a few buttons on his remote control.**
- 31. No grain in the silo.**
- 32. Proof that evolution CAN go in reverse.**
- 33. Receiver is off the hook.**
- 34. Several nuts short of a full pouch.**
- 35. Skylight leaks a little.**
- 36. Slinky's kinked.**
- 37. Surfing in Nebraska.**
- 38. Too much yardage between the goal posts.**

How 'bout a few Metaphors, Similes & Analogies?

As I stated in the “**main guide**,” using metaphors in your emails is a fantastic way to paint colourful images in the mind of your subscribers.

Let's look at a few...

- 1. Her face was a perfect oval, like a circle that had its two sides gently compressed by a Thigh Master.**
- 2. His thoughts tumbled in his head, making and breaking alliances like underpants in a dryer without Cling Free.**
- 3. He spoke with the wisdom that can only come from experience, like a guy who went blind because he looked at a solar eclipse without one of those boxes with a pinhole in it and now goes around the country speaking at high schools about the dangers of looking at a solar eclipse without one of those boxes with a pinhole in it.**
- 4. She grew on him like she was a colony of E. coli and he was room-temperature Canadian beef.**

5. She had a deep, throaty, genuine laugh, like that sound a dog makes just before it throws up.

6. Her vocabulary was as bad as, like, whatever.

7. He was as tall as a six-foot-three-inch tree.

8. The revelation that his marriage of 30 years had disintegrated because of his wife's infidelity came as a rude shock, like a surcharge at a formerly surcharge-free ATM.

9. The little boat gently drifted across the pond exactly the way a bowling ball wouldn't.

10. McBride fell 12 stories, hitting the pavement like a Hefty bag filled with vegetable soup.

11. From the attic came an unearthly howl. The whole scene had an eerie, surreal quality, like when you're on vacation in another city and Jeopardy comes on at 7:00 p.m. instead of 7:30.

12. Her hair glistened in the rain like a nose hair after a sneeze.

13. The hailstones leaped from the pavement, just like maggots when you fry them in hot grease.

14. Long separated by cruel fate, the star-crossed lovers raced across the grassy field toward each other like two freight trains, one having left Cleveland at 6:36 p.m. travelling at 55 mph, the other from Topeka at 4:19 p.m. at a speed of 35 mph.

15. They lived in a typical suburban neighbourhood with picket fences that resembled Nancy Kerrigan's teeth.

16. John and Mary had never met. They were like two hummingbirds who had also never met.

17. He fell for her like his heart was a mob informant and she was the East River.

18. Even in his last years, Grand pappy had a mind like a steel trap, only one that had been left out so long, it had rusted shut.

19. The plan was simple, like my brother-in-law Phil. But unlike Phil, this plan just might work.

20. The young fighter had a hungry look, the kind you get from not eating for a while.

21. He was as lame as a duck. Not the metaphorical lame duck, either, but a real duck that was actually lame, maybe from stepping on a land mine or something.

22. The ballerina rose gracefully en pointe and extended one slender leg behind her, like a dog at a fire hydrant.

23. It was an American tradition, like fathers chasing kids around with power tools.

24. He was deeply in love. When she spoke, he thought he heard bells, as if she were a garbage truck backing up.

25. Her eyes were like limpid pools, only they had forgotten to put in any pH cleanser.

26. She walked into my office like a centipede with 98 missing legs.

What about a few crackers from Jeremy Clarkson...

1. It really is about as useful, as having a snooze button on a smoke alarm.

2. Now we get quite a few complaints that we don't feature enough affordable cars on the show, so we're kicking off tonight with the cheapest Ferrari of them all.

3. In many ways then this car is like herpes. Great fun catching it but not so much fun live with every day.

- 4. Telling people at a dinner party you drive a Nissan Almera is like telling them you've got the Ebola virus and you're about to sneeze.**
- 5. This is the Renault Espace, probably the best of the people carriers. Not that that's much to shout about. That's like saying 'Ooh good I've got syphilis, the BEST of the sexually transmitted diseases.'**
- 6. Koenigsegg are saying that the CCX is more comfortable. More comfortable than what...BEING STABBED?**
- 7. You do not just avoid the Suzuki Wagon R. You avoid it like you would avoid unprotected sex with an Ethiopian transvestite.**
- 8. This car is more fun than the entire French Air Force crashing into a firework factory.**
- 9. Whenever I'm suffering from insomnia, I just look at a picture of a Toyota Camry and I'm straight off.**

10. The air conditioning in a Lambo used to be an asthmatic sitting in the dashboard blowing at you through a straw.

11. I don't understand bus lanes. Why do poor people have to get to places quicker than I do?

12. If all the creatures on earth were the same size, it's said a lobster would have the smallest brain. But then someone invented Wayne Rooney.

13. We all know that small cars are good for us. But so is cod liver oil. And jogging.

The idea here is simple: To give you some ideas on what you can, and should be using in your emails to make them much more engaging and entertaining. Always be on the lookout for catchy, creative, funny, bizarre and otherwise unusual words and phrases that you can insert into your emails to give them a little bit more... **BITE.**

Homer Simpson...

- 1. If you really want something in life you have to work for it. Now quiet, they're about to announce the lottery numbers.**
- 2. I saw this in a movie about a bus that had to speed around a city, keeping its speed over 50, and if its speed changed, it would explode! I think it was called, "The Bus That Couldn't Slow Down."**
- 3. They have the Internet on computers now?**
- 4. Facts are meaningless. You could use facts to prove anything that's even remotely true!**
- 5. Science is like a blabbermouth who ruins a movie by telling you how it ends. There are some things we don't want to know. Important things.**
- 6. Marriage is like a coffin and each kid is another nail**
- 7. It takes two to lie: one to lie and one to listen**

8. Bart: "Grandpa, why don't you tell a story?"

Lisa: "Yeah Grandpa, you lived a long and interesting life."

Grandpa: "That's a lie and you know it"

9. Marge: "Homer, is this the way you pictured married life?"

Homer: "Yeah, pretty much, except we drove round in a van solving mysteries"

10. Homer: "We're proud of you, Boy."

Bart: "Thanks Dad. Part of this d-minus belongs to God"

11. "Life is just one crushing defeat after another until you just wish Flanders was dead"

12. "Weaseling out of things is important to learn. It's what separates us from the animals ... except the weasel"

13. Lisa: "I'm going to become a vegetarian"

Homer: "Does that mean you're not going to eat any pork?"

Lisa: "Yes"

Homer: "Bacon?"

Lisa: "Yes Dad"

Homer: "Ham?"

Lisa: "Dad all those meats come from the same animal"

Homer: "Right Lisa, some wonderful, magical animal!"

14. How is education supposed to make me feel smarter? Besides, every time I learn something new, it pushes some old stuff out of my brain. Remember when I took that home winemaking course, and I forgot how to drive?

15. I'm not normally a praying man, but if you're up there, please save me, Superman!

16. Books are useless! I only ever read one book, To Kill A Mockingbird, and it gave me absolutely no insight on how to kill mockingbirds!

17. I believe that children are our future. Unless we stop them now.

18. Operator! Give me the number for 911

Cool Quotes and Sayings

I feel sorry for people who don't drink. When they get up in the morning that's the best they're going to feel all day.

"My life is like a porno-movie, without the sex".

If you can't dazzle 'em with brilliance, baffle 'em with bullshit.

A Freudian slip is when you say one thing but mean your mother

Q: What did the instructor at the school for Kamikaze pilots say to his students?

A: Watch closely. I'm only going to do this once.

Camouflage condoms: So they won't see you coming.

A Stanford research group advertised for participants in a study of obsessive-compulsive disorder. They were looking for therapy clients who had been diagnosed with this disorder. The response was gratifying; they got 3,000 responses about three days after the ad came out. All from the same person.

The philosophy exam was a piece of cake -- which was a bit of a surprise, actually, because I was expecting some questions on a sheet of paper.

I stayed up all night playing poker with tarot cards. I got a full house and four people died.

The average woman would rather have beauty than brains, because the average man can see better than he can think

Ever stop to think, and forget to start again?

Don't be so open-minded that your brains fall out.

"It's me and you against the world. So when do we attack?"

I drink to make other people interesting.

I got a dog and named him "Stay". Now, I go "Come here, Stay!". After a while, the dog went insane and wouldn't move at all.

Some friends of mine got me a sweater for my birthday. I'd have preferred a moaner or a screamer, but the sweater was OK.

"Yesterday scientists revealed that beer contains small traces of female hormones. To prove their theory, the scientists fed 100 men 12 pints of beer each, and observed that 100% of them gained weight, talked excessively without making any sense, became emotional, and couldn't drive. No further testing is planned."

I didn't fight my way to the top of the food chain to be a vegetarian!

If we aren't supposed to eat animals, why are they made of meat?

I'm not suffering from insanity, I'm enjoying every minute of it.

Eat healthy, exercise more, still die.

Always check for ferrets before sitting.

A friend is someone who knows all about you but likes you anyway.

There are three types of people in this world: those who can count and those who can't.

I don't like small cars or really big women but somehow I always find myself in em!

99% of all people in the world walk around with blinders on. The other 1% walk around in total amazement.

Dyslexics of the world, untie!

Alcohol doesn't solve any problems, but then again, neither does milk.

I wouldn't recommend sex, drugs, and insanity for everyone, but they've always worked for me.

The top ten things men know about women:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Father always said laughter was the best medicine, I guess that's why so many of us died of tuberculosis.

When he is late for dinner I know he must be either having an affair or lying dead in the street. I always hope he is dead. - Judith Viorst

I've learned not to put things in my mouth that are bad for me. - Monica Lewinsky (on CNN's Larry King Live discussing her weight-loss)

We spend nine months trying to get out, and the rest of our lives trying to get back in.

There ain't no devil, there's just God when he's drunk.

I imagine a world of love, peace, and no wars. Then I imagine myself attacking that place because they would never expect it!

Japan's second-largest tourist agency was mystified when it entered English-speaking markets and began receiving requests for unusual sex tours. Upon finding out why, the owners of Kinki Nippon Tourist Company changed its name.

I'm at a stage in my life where I'm having a hard time caring about things. Fortunately, I don't care.

Honesty is the best policy, but insanity is a better defence.

Before you criticize someone, walk a mile in their shoes, that way when you do criticize them, you're a mile away and you have their shoes!

The two steps to total business success:

- 1) Never give away all your secrets**
- 2)**

To all you virgins out there. Thanks for nothing.

Health nuts are going to feel stupid someday, lying in the hospital dying of nothing.

Who's cruel idea was it for the word "lisp" to have a "s" in it?

Philosophical Latin Phrases

bonitas non est pessimis esse meliorem

It is not goodness to be better than the worst.

exitus acta probat

The result validates the deeds.

errare humanum est

To err is human

eheu fugaces . labuntur anni

Alas, the fleeting years slip away

fabas indulcet fames

Hunger sweetens the beans.

facta non verba

Deeds, not words (Actions speak louder than words)

fallaces sunt rerum species

The appearances of things are deceptive.

flat justitia ruat coelum

Let justice be done through the heavens fall

in vino veritas

There is truth in wine

(truth is told by him who has drunk wine)

lex non distinguitur nos non distinguere debemus

The law does not distinguish and so we ought not distinguish.

legum servi sumus ut liberi esse possimus

We are slaves of the law in order that we may be able to be free.

mutantur omnia nos et mutamur in illis

All things change, and we change with them.

multum in parvo

Much in little

memento mori

Remember that you will die

mendacem memorem esse oportet

It is fitting that a liar should be a man of good memory

(liars should have good memories)

mens sana in corpore sano

A sound mind in a sound body

minima maxima sunt

The smallest things are most important.

nemo liber est qui corpori servit

No one is free who is a slave to his body

non est vivere sed valere vita est

Life is not being alive but being well (life is more than just being alive)

non semper erit aestas

It will not always be summer (be prepared for hard times)

non teneas aurum totum quod splendet ut aurum

Do not take as gold everything that shines like gold

ne quid nimis

Nothing in excess.

nemo dat quod non habet

No one gives what he does not have.

non est ad astra mollis e terris via

There is no easy way from the earth to the stars.

nosce te ipsum

Know thyself

omnia mutantur nos et mutamur in illis

All things change, and we change with them

omnia causa fiunt

Everything happens for a reason

parva leves capiunt animas

Small things occupy light minds

(small things amuse small minds)

pessimum genus inimicorum laudantes

Flatterers are the worst type of enemies

possunt quia posse videntur

They can because they seem to be able to

(they can do it because they think they can do it - the power of positive thinking)

proprium humani ingenii est odisse quem laeseris

It is human nature to hate a person whom you have injured

perfer et obdura; dolor hic tibi proderit olim

Be patient and tough; some day this pain will be useful to you.

quod me nutrit me destruit.

What nourishes me also destroys me.

qui tacet consentire

Who is silent gives consent.

quis custodiet ipsos custodes?

Who will watch the watchers themselves?

radix omnium malorum est cupiditas

The love of money is the root of all evil.

Avarice is the problem, money itself is not evil.

respice, adspice, prospice

Examine the past, examine the present, examine the future
(look to the past, the present, the future)

sic transit gloria mundi

So passes away earthly glory

sedit qui timuit ne non succederet.

He who feared he would not succeed sat still.

struit insidias lacrimis cum femina plorat.

When a woman weeps, she is setting traps with her tears.

timendi causa est nescire

Ignorance is the cause of fear.

tempus fugit

Time flies

una salus victis nullam sperare salutem

The one safety for the vanquished is to abandon hope of safety (knowing that there is no hope can give one the courage to fight and win).

ut sementem feceris ita metes

As you sow so will you reap.

veritas vos liberabit

The truth shall make you free

vincit qui se vincit

He conquers who conquers himself.

vir sapit qui pauca loquitur

That man is wise who talks little

(know when to hold your tongue)

verbum sat sapienti

A word is enough for a wise man.

vox populi vox dei

The voice of the people is the voice of god

So there you have it

I wouldn't just copy these phrases, metaphors and analogies verbatim; instead, use them for inspiration. Of course, if you were just “**quoting**” them, then that's completely fine.

You may be thinking, “This is a bit much. I mean, do I really need to use all of this crap inside my emails?”

The answer to that question is yes, and no. Use them sparingly. Use them for when you want to inject a bit of life into your emails. Use them for inspiration. Use them to make your emails stand out from the other emails inside your subscriber's inbox. You don't have to **ALWAYS** use them (except for the **POWER WORDS** – you should **ALWAYS** use those in your emails.) But **DO** use them.

Listen: Your email list is one of the most profitable assets you'll ever have in your business. Doesn't it make sense to treat it as such? Doesn't it make sense to put a little effort into making your emails stand out? Doesn't it make sense to that YOUR emails are engaging, entertaining, unique, and memorable?

It does. And when you start playing around with using **unusual words and phrases**, your emails will stand out like a wet fart in white underpants.

Don't do what MOST do, which is to write boring tosh “*me too*” emails that get scanned. Instead, look at your emails as a daily dose of entertainment for your subscribers. Something they look forward to reading every day. When you do that, I guarantee you will make a lot more money than if you didn't do it.

As long as your emails are interesting, engaging, entertaining, and you tie a relevant benefit for why your products must be looked at more closely – you WILL make sales.

Remember: get the attention, and then **MASTERFULLY** redirect that attention onto your products.

Not rocket science.

Anyway, I hope you found this guide useful.

To Your Success,



Theo Poulentzas