

If a headline is boring and drab, you know you aren't going to click and you aren't the only one who won't – your clients will avoid clicking, as well. You need to have powerful headlines that bring people in, convincing them to read and eventually buy your product—and you only have a few seconds to grab that attention span. Here are 120 words that can boost your headlines and power up your content for better click-through's and results.

A

1. Amazing
2. Astounding
3. Authentic
4. Awesome

B

5. Backlash
6. Bargain
7. Best-Selling
8. Beware
9. Bliss/Blissful
10. Brave
11. Brazen
12. Breathtaking
13. Brilliant

C

14. Catastrophe
15. Caution
16. Certified
17. Challenge
18. Cheap
19. Cheery
20. Colossal
21. Competitive
22. Confessions
23. Controversial
24. Courageous
25. Crisis

D

26. Daring
27. Delightful
28. Discount
29. Double

E

30. Encouraging
31. Epic
32. Essential
33. Exclusive
34. Explode
35. Extra
36. Eye-opening

F

37. Fantastic
38. Forbidden
39. Forgotten
40. Freaky
41. FREE
42. Freebie
43. Frenzy
44. Frugal
45. Fundamentals

G

46. Gain
47. Gift
48. Gorgeous
49. Growth
50. Guarantee
51. Gutsy

I

52. Ideal
53. Idyllic
54. Imagination
55. Immediately
56. Improved
57. Inexpensive
58. Insider
59. Inspiring
60. Inventive
61. Ironclad

J

62. Jackpot
63. Jaw-dropping
64. Jolly

K

65. Kickass or Kick-butt
66. Killer

L

67. Launching
68. Lies
69. Lifetime
70. Limited
71. Loathsome

M

72. Magical
73. Maximize
74. Mind-blowing
75. Miraculous

N

76. New
77. Nightmare
78. No Good

O

79. Obnoxious
80. Obsessed

P

81. Perspective
82. Pitfall
83. Popular
84. Practical
85. Professional

R

86. Reduced
87. Results
88. Revealing
89. Risky
90. Ruthless

S

91. Sale
92. Savings
93. Scandalous
94. Secrets
95. Secure
96. Simple
97. Simplistic
98. Skyrocket
99. Staggering
100. Stellar
101. Strange
102. Strategic
103. Stunning
104. Successful
105. Superior
106. Surge
107. Surprising

T

108. Tantalizing
109. Targeted
110. Teaser
111. Tested
112. Thrilling
113. Treasure

U

114. Uplifting
115. Urgent

V

116. Valuable
117. Victorious

W

118. Wacky
119. Wonderful
120. Wondrous



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Compelling CTA Phrases For Your Web Pages, Blogs, or Social Media

Single words aren't the only way to get people to read, click, and buy – there are some pretty powerful phrases that can work just as well. Bring on the feelings and connect with your customers!

1. **Buy Now.** It seems so simple, but adding this or a variation of to a product page can really help encourage someone to click that button and make a purchase.
2. **Free Gift.** Who doesn't like a gift? Use this to entice people to sign up for emails, buy a product, or whatever action it is you want them to take. And yes, all gifts are free, but there are, surprisingly, a lot of people who'd wonder if "gift" truly meant, "free."
3. **Limited Time.** Instill within your customer their absolute, immediate need for your product and make them buy as soon as they possibly can.
4. **Click Now.** Again, super simple, but very effective. Always be sure to use variations and spice it up to make it unique.
5. **Click to Learn More.** If you're making a social media post about a blog or information, adding this to the end of your SM content can really help encourage someone to click.
6. **Don't Miss Out On This Great Deal.** Add a bit of pressure and make customers realize they don't want to miss out on something epic.
7. **People Love This Product.** Make sure to list the specific product to make it impactful and specific and add some peer pressure to your content with this phrase.
8. **Join in While You Still Can!** Urgency is a great seller – use this phrase to create that urgency and convince people to buy or sign up.
9. **Finish Your Holiday Shopping Before You Can Say "Happy Holidays!"** Yes, this is seasonal, but when you appeal to their basic fear of "Christmas Eve shopping," they'll be more likely to buy and finish their shopping sooner rather than later (and with you!).
10. **Don't be the Only One Left Out.** Peer pressure wins, yet again! Make people feel like they will be the only ones without your fantastic product or service – they won't want to be left out, so they'll buy and join up.