

120 Captivating Power Words for Headlines and CTAs

THAT HOOK READERS IMMEDIATELY



No matter how compelling your content is, if your headline is boring, people are less likely to read it. Crafting captivating, powerful headlines that hook readers keeps them engaged with your content and can turn them into customers. Using headlines well also makes space for improving your SEO rankings and increasing your website traffic.

You only have a few seconds to grab someone's attention with your headline before they scroll by. If they click, your content must be strong enough to keep their attention. Research shows that the human attention span has dropped from 12 seconds to 8 seconds in just 15 years.

If you're looking to make your headlines more powerful and attention-grabbing, try these 120-power words. We'll also show you how to use powerful words in your call-to-action (CTA) phrases to capture more leads and make more sales.

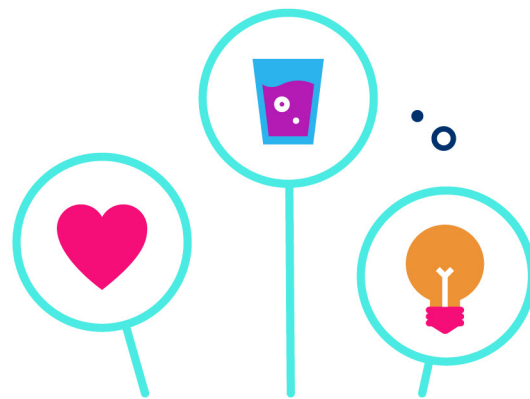
What Are Power Words?

Powerful words invoke strong emotions or trigger a psychological response from readers. They can pique the interest of your readers at a subconscious level and hopefully convince them to click on your content and engage. Strong headlines are crucial for blogs, landing pages, email newsletters, and other types of content that rely heavily on words. They also work well for video titles and social media posts.

Why Power Words Work

Humans all have innate desires that we don't have to think about – they just come naturally. For example, the highly praised marketing book *Cashvertising* by Dr. Eric Whitman describes the eight fundamental desires of humans. These include:

- Survival
- Being satisfied by food and drink
- Freedom from danger, fear, and pain
- Sexual companionship
- Being physically comfortable
- Feeling superior to others
- Protecting loved ones
- Being accepted by others



Whitman claims that every human being has all these desires, without exception. Beyond these innate desires, he says society gives us nine learned desires, including:

- Desire to learn
- Curiosity
- Being clean
- Doing things as quickly as possible
- Doing things as easily as possible
- Wanting people and things to be reliable
- Expressing beauty and style
- Looking for profit/gain
- Saving our resources (bargains)



These 17 desires are the reasons why power words work. Power words tap into one or more of these desires and trigger an innate psychological response that is essentially automatic. When you combine the emotional response with the information built into your headline, you can create an almost irresistible urge to click through and see what you have to say.

How to Use Power Words in Your Headlines

You might feel tempted to cram as many power words as possible into your headline. However, that is not going to earn you more clicks. Instead, you need to carefully choose the right combination of words to create the perfect headline.

Many marketers use the following steps when writing headlines:

Write the Headline Last

While you can start with a simple placeholder headline, your final headline should come after you've finished your content. That way, you know exactly what it's about and don't accidentally write a clickbait headline.

Write Multiple Headlines

Many of the best content creators will go through multiple headlines before choosing the best version. Once you have at least a few options, you can use online tools like the [CoSchedule Headline Analyzer](#). This tool breaks down each headline by word and assigns it a score. Score each headline variation and choose the version that performs the best.

Use Power Words

Now you're ready to use the list of power words below and include one or two in the headline. If you use the Headline Analyzer, you can see how the score changes with each power word.

120 Power Words for Headlines

These 120 Power Words can help boost your headlines and power up your content for better click-throughs 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/
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. Powerful
85. Practical
86. Professional

R

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

S

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

T

109. Tantalizing

110. Targeted
111. Teaser
112. Tested
113. Thrilling
114. Treasure

U

115. Uplifting
116. Urgent

V

117. Valuable
118. Victorious

W

119. Wacky
120. Wonderful/
Wondrous

Using Power Words in CTAs

If your headline is strong enough to get someone to click through and read, you can capitalize on their curiosity and convince them to act with your CTA. Try some of these compelling CTA phrases to increase your conversion rates.

- **Buy Now:** It seems simple but adding this or a variation of it to a product page can encourage some shoppers to click that button and make a purchase before leaving.
- **Free Gift:** Who doesn't like a gift? Use this to entice people to sign up for emails, buy a product, or commit to the action you want them to take. When you add "free" to the word "gift," you can make your offer more enticing.
- **Limited Time:** If a customer has at least a limited interest in your products, this phrase makes the need to purchase more urgent. By offering your deal or product for a limited time, folks feel some urgency to act immediately.
- **Click Now:** This super simple CTA can be very effective. Try multiple variations to keep it unique.
- **Click to Learn More:** If you make a social media post about a blog or other type of content, adding this to the end of your post can encourage fans to click through and keep reading.
- **Don't Miss Out on This Great Deal/Product:** A phrase like this adds pressure and can encourage undecided shoppers to complete their purchase while the deal or product is still available.
- **People Love This Product:** If you use this CTA, add your specific product to the phrase. This plays on our human need to feel included. Your readers might think, "If everyone else loves it, then so should I."
- **Join in While You Still Can:** Urgency is a great motivator. Use this phrase to create a fear of missing out and convince your readers to sign up or buy your product.
- **Yes, I Want X:** This CTA uses the voice of the customer to imagine themselves using whatever X is, whether that is free shipping, a free download, a discount, or something else. The goal is to encourage your reader to want whatever you offer.

- **Start Your Journey Toward X:** With this CTA, you tell the reader their results if they click on your CTA. For example, it could be “Start your journey toward better content” or “Start your New Year with a healthy lifestyle.” There are countless variations of this formula.
- **Do You Want to X? Yes or No:** Use this CTA to give your readers a choice. When they answer “No” to the question posed by the CTA, it should feel counter to their needs. For example, “Do you want to lose weight?” For many people, the answer is clearly “Yes.” While they can answer no and click on the X, it might feel wrong and counterintuitive.
- **Activate X Now:** If you want to offer your visitors a limited-time deal, this is a great CTA. It gives the visitor control while motivating them to act. Your CTA could say, “Active your 10% discount now!” or “Activate your 90-day free trial today.”
- **Add to Cart:** This classic CTA is simple yet incredibly effective. Amazon still uses it on every product page. When your visitors see this button, they know exactly what it means. Sometimes using the familiar can be more effective than something your customers must think about.
- **Join X Other Subscribers on My Email List:** This CTA is versatile and customizable. It adds some social proof and plays on the human need to be accepted by others. Consider something like “Join 10,000 other marketing experts and subscribe to my newsletter.”



SCORE EXPERTLY CRAFTED HEADLINES WITH EXPRESS WRITERS

Does your business struggle to get the attention you need from your content? The professional writers at Express Writers can help. Our team understands the importance of crafting killer headlines that attract the right audience and return results.

*Ready to see your content transformed with powerful headlines? Contact **Express Writers** today to get started.*