

SPICE UP YOUR WRITING WITH  
**EMOTIONALLY CHARGED**  
*Words*  
AND PHRASES

**make someone curious**

Banned  
Behind the Scenes  
Secret agenda  
Blacklisted  
Censored  
Access restricted  
Concealed  
Confessions  
Confidential  
Controversial  
Cover-up  
Covert  
Do me a favour and  
Forbidden  
Hidden  
Insider  
Insider's Scoop  
Intel  
Have you heard  
No one talks about  
Off-the-record  
Secret  
Secret plot  
Taboo  
Unbelievable  
Underground  
Underground  
What no one tells you

## **evoke a sense of urgency**

Bargain  
Be on of the list  
Be the first to ...  
Deadline  
Discounted today  
Explode  
Extra  
FOMO  
Immediately  
Instant Savings  
Jackpot  
Left Behind  
Limited  
Members Only  
Missing Out  
Most Important  
Profitable  
Proven  
Quick  
Reduced  
Results  
Safe  
Seize  
Today only  
Skyrocket  
Urge  
Worthwhile

## feelings of confusion & helplessness

Anxious  
Awkward  
Blushing  
Compulsive  
Condescending  
Daunting  
Dishonest  
Disillusioned  
Distracted  
Distraught  
Distressed  
Doomed  
Frenzied  
Helplessness  
Hesitant  
Incapable  
Insecure  
Jittery  
Overwhelmed  
Perplexed  
Stressed  
Suspicious  
Tense  
Threatened  
Trapped  
Unresponsive  
Vulnerable

## to entice fear

Agony	Looming
Alone	Lurking
Assault	Menacing
Backlash	Mistake
Beware	Nightmare
Bloodbath	Painful
Catastrophe	Panic
Caution	Pitfall
Collapse	Played
Crisis	Poor
Danger	Revenge
Dark	Risky
Deadly	Shame
Destroy	Shatter
Devastating	Shocked
Disastrous	Stress
Doom	Stupid
Failure	Tank
Foiled	Targeted
Frantic	Torture
Frightening	Toxic
Gullible	Tragedy
Hack	Trap
Hate	Victim
Hazardous	Volatile
Hoax	Vulnerable
Horrific	Warning
Humiliation	Worry

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## for anger and frustration

Abhorrent	Greedy
Abuse	Harmful
Aggravate	Harsh
Agony	Inconsiderate
Annoying	Infuriating
Appalled	Lies
Arrogant	Loser
Atrocious	Misleading
Blatant	Nasty
Brutal	Offensive
Cheat	Ordeal
Corrupting	Pain in the ass
Coward	Phony
Crush	Pissed off
Curse	Pollute
Damaging	Provoke
Demolish	Rampant
Deplorable	Rude
Disadvantage	Ruined
Disastrous	Scam
Disgusted	Scandal
Dishonest	Severe
Distorted	Shameful
Dreadful	Shocking
Eliminate	Smash
Enraged	Suck
Evil	Trash
Exploit	Unreliable

## safe and satisfied

A cut above	Extremely
Accurate	First ever
Adaptable	Freedom
Advantage	FulfilledGenuine
Always	Guaranteed
Approving	Highly effective
Assured	Honest
Astonishing	Honored
Astounded	Humility
Authentic	Instantly
Bargain	Investment
Certain	Privileged
Certainly	Reliable
Clarity	Responsible
Confident	Secure
Conscientious	Self-sufficient
Convenient	Solid
Definitely	Stable
Delighted	Supported
Easy	Supportive
Ecstatic	Sure
Effective	Transparency
Emphasize	Trusting
Excellent	Truthful

## happy

Animated	Helpful
At ease	Innocent
Blessed	Intelligent
Blissful	Jovial
Bountiful	Joyous
Bright	Jubilant
Cheerful	Luscious
Child-like	Lighthearted
Comfortable	On top of the world
Constructive	Serene
Content	Optimistic
Courageous	Overjoyed
Creative	Playful
Delighted	Pleased
Ecstatic	Pleasure
Elated	Pleasurable
Encouraged	Resourceful
Energetic	Rockin' it
Euphoric	Satisfied
Exhilarated	Spirited
Festive	Spunky
Frisky	Sunny
Fun-loving	Surprised
Funny	Thankful
Gleeful	Thrilled
Glorious	Tickled pink
Glowing	Vibrant
Gratified	Wonderful



## to inspire

Adaptable	Grateful
Adequate	Honoured
Approved	Hopeful
Assured	In the bag
Authentic	Inspired
Balanced	Keen
Bold	Motivated
Brave	Okay
Capable	One step at a time
Carefree	Privileged
Clear	Productive
Confident	Reliable
Conscientious	Resilient
Cooperative	Responsive
Daring	Self-sufficient
Dynamic	Security
Eager	Sincere
Earnest	Sure
Empowered	Tenacious
Enthusiastic	Unburdened
Exuberant	Unique
Fine	Upbeat
Focused	Uplifted
Forgiving	You
Fulfilled	You can do it
Genuine	We've got this
	Wonder

## relaxed and peaceful

Aligned	Meditative
At ease	Naturals
Authentic	Non-controlling
Aware	Open-minded
Balanced	Placid
Beaming	Quiet
Blessed	Radiant
Bright	Reflective
Calm	Relaxed
Carefree	Rested
Centered	Self-sufficient
Certain	Serene
Clear	Sincere
Comfortable	Smiling
Confident	Softy
Content	Spontaneous
Efficient	Still
Fluid	Stoic
Forgiving	Supported
Fulfilled	Steady
Genuine	Trusting
Glowing	Unassuming
Graceful	Unburdened
Grateful	Unhurried
Grounded	Uplifted
Healthy	Waiting
Laughing	Wish
Light	Wonderful