

300 Power Words & Phrases

Now with 21 Power Headline Templates

All to Power-Up Your Marketing for Maximum Profits

BRAND NEW!!! 85 of the WORST SPAM words

It is widely known that 90% of the sale happens in the Headline, or subject Line .

You must GET YOUR AUDIENCES ATTENTION in seconds.

I have compiled a list of well over 300 of the HIGHEST CONVERTING, attention getting, list building, subject lines IN THE BUSINESS. These are from the creative minds of the most powerful internet marketers and super affiliates: Brendon Buchard, Mario Brown, and Ryan Deiss.

The following list serves as inspiration. Feel free to use these examples to **create your own, attention grabbing Headlines or Subject lines for documents, emails, blogposts, etc.**

Notice as you read these high converting Lines, that they contain a few things in common.

- Curiosity
- Make a big promise
- Numbered list
- Personal story
- Scarcity

These are just a few things to look for, but as you read the lines that follow, try to reverse engineer them and look for the hook, the value, or compelling reason the headline makes you want to learn more.

At the end of the list, you will find the **Headline templates**. They are fill-in-the-blank easy!

Here's [a link to jump](#) to them.

300+ Power Words & Phrases

1. [RESULTS] My Facebook Case Study
2. We're all waiting on YOU!
3. Join me LIVE tonight...
4. My business model... on a napkin?
5. A simple sales copy formula
6. Copy and paste these 72 headlines [Last Chance]
7. Free PDF: The Ultimate Social Media Swipe File
8. Download this Social Media Swipe File (PDF)
9. Low Conversion Rate? Fix These 6 Elements

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10. My Twitter Ads Cheat Sheet
11. Twitter is the new... Facebook?!
12. 307% ROI running ads HERE... (NOT Facebook)
13. 198% ROI on Twitter Ads
14. Facebook is cracking down... HARD!
15. The Facebook Slap is coming...
16. How to write bullets that sell...
17. New Traffic "Honey-Hole"?
18. [BIG NEWS] Pinterest now accepting advertising...
19. [85% Discount GONE] Blog launch "checklists on steroids" price increasing...
20. [85% Off] Your First 1,000 blog subscribers...
21. The 10-Minute Bloggers Editorial Plan
22. [Flash Sale] My personal blog launch "checklist"...
23. [Training TODAY] You're going to miss THIS?
24. How to write a promotional email
25. This guy makes 6 figures per month?
26. [TRAINING] Massive Opportunity on Amazon...
27. Last chance to be a whale...
28. This sucks, you lose...
29. How to scale your business...
30. [NEW FORMULA] Cheap, Targeted Facebook Traffic
31. How to get all the traffic YOU want
32. I do THIS for traffic
33. It's landing page magic...
34. My wholesale traffic source?
35. Free traffic SUCKS!
36. Unlimited penny traffic
37. 43% discount GONE at midnight...
38. [Flash sale] 43% Discount ending soon
39. Steal our best subject lines
40. 321% higher conversions using THIS...

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41. Sincere Apology, HUGE Announcement (and free gift)
42. How to craft a guarantee that sells
43. 3-Part Follow-up Series [Download]
44. How to craft a winning 3-part follow-up series
45. [Link Fixed] Steal these email templates...
46. [GONE TONIGHT] Native Ads training OVER at MIDNIGHT
47. [Gone Sunday] Your traffic training replay is available...
48. [ONLY \$7] My "cheap traffic" plan
49. C'mon - everybody's waiting for you...
50. [URGENT] About today's traffic training...
51. A Native Ad in 60 Minutes or Less
52. Native Ad Hacks?
53. Twi Words: Cheap Traffic!
54. Weird traffic test...
55. [FLASH SALE] 51% off sales ends tonight...
56. How (and why) to calculate Average Customer Value
57. Check out new "man cave" [PICS]
58. What are you doing this weekend?
59. Is this the hottest career in marketing?
60. [FINAL CHANCE] 7- Figure blueprint gone tonight...
61. [SECOND CHANCE] This weekend only...
62. THIS disappears at midnight!
63. Your 7-figure plan goes bye-bye at midnight...
64. Find writers for your blog
65. [URGENT] You've got ONE DAY to watch this...
66. 18,797 email optins from 1 video? [Case Study]
67. [TRAINING] Build your list fast with....
68. BAD NEWS (ugly truth and a mini-rant)
69. FIFTEEN MILLION
70. Need my help?
71. [NEW ASM BONUSES] iPad, 3D Photo Studio, China trip and Private Masterminding

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72. [TONIGHT] Live Hangout at 7:30m Easter (real student successes)...
73. [\$13K Bonus] Replay is coming down (watch now)
74. Do NOT buy Amazing Selling Machine
75. The Ultimate Facebook "Cheat Sheet"
76. Join me at EmailWorld 2013 Sept. 24th & 25th in San Diego
77. Getting Back to My Roots
78. Shutting Down "Stupid" at Midnight
79. My 10 Best Reports Free
80. This is Stupid!
81. [48 Hours Only] We've re-opened Instant Local Traffic...
82. 1355% in Split Test increases
83. [Replay Closing] I'm taking it down...
84. [Instant Replay] How to triple your business this year...
85. [On-Demand Replay] Promised slides from last nights webinar...
86. [Webinar Tonight] Amazon, Google and YouTube Team Up With YOU?
87. How to triple your results in 2012
88. Triple Your Business in 2012 - 7 Hottest Strategies and Predictions
89. [Price Increasing] My YouTube Google hack...
90. 7 measly bucks?
91. Is this you on YouTube?
92. Page 1 of Google in just 3 days?
93. How To Dominate Page #1 of Google with YouTube
94. My highest-converting sales funnels handed to you
95. Google wants to be YOUR affiliate...
96. 4 unreleased eBooks - free
97. \$7 report of the day (Amazing)
98. Step-by-Step Amazon Kindle Marketing for Beginners
99. Free Google Traffic for Kindle
100. Amazon now OWNS Clickbank
101. Do not miss this issue...
102. [Last Chance] It arrives tomorrow...

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103. All of this for only \$49?
104. Secrets of the "Sideways Sales Letter"..
105. Chuckle-heads need not apply
106. It's time to FEEL GOOD
107. SEO SILO Sites DFY (Plus Exclusive Backlink Training and Bonus)
108. P1 Traffic Machine is LIVE (HUGE Local SEO Bonus)
109. Why Is SEO Such a Mess? (warning)
110. Very Last 7 Hours (FB Coaching Academy)
111. Last 24h to Watch This Replay (Live Facebook Coaching)
112. Uploaded the replay! In Depth Facebook Case Study & Training
113. Uploaded the replay! In Depth Facebook Case Study & Training
114. Replay Is Uploaded! In Depth Facebook Training
115. I hate this 'busy' work (don't do this in your Facebook)
116. So MANY Facebook Changes Argh (all covered inside)
117. YIKES I messed this one up (sorry)
118. Nasty Root Canal & Our Meeting In 46 Minutes
119. Mario's brand new automated Sales Funnel (behind the scenes)
120. Where The Heck Is Mario? (gone bye bye)
121. Yes Alex Becker In The House (Keynote Speakers Revealed)
122. Derral Eves & Facing Your Fears
123. Derral Eves & Confronting Your Fears
124. 27 Seats Left & Price Is Going Up TODAY
125. Last Chance Today (Price Going Up Guaranteed)
126. It's A Boy yeahh (pic inside)
127. Is OMM Really Worth Attending
128. still stuck in the Marketing Matrix Neo? (I took the pills)
129. First Time I'm Hitting Rock Bottom (Graveyard Shift)
130. Frank Kern Overcharged My Credit Card
131. Top 3 Free Resources I Found Today (FB & Image Source)
132. Yikes just got into a fight (knockout pic inside)
133. Yikes just got into a fight (picture inside)

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134. Online Marketing Mastery 2.0 (a little secret)
135. Save The Date! (May 2nd to 4th)
136. This is unusual (Plus Your LA Theater Ticket)
137. Last Chance! Local Marketing LIS System Almost Got One
138. Yikes They've Just Put My Face On Camera (Live)
139. Replay Is Up! New Way To Close Local Businesses As Clients
140. Replay Is Up! New Approach To Close Clients Quickly
141. What do you do if the prospect says NO? (Today 7pm EST)
142. The LIS Approach To Closing Clients
143. The LIS Approach To Closing Local Clients
144. This is PERFECT for Local Marketers
145. This is PERFECT for Local Marketers (indeed)
146. My First One - What Do You Think?
147. First One - What Do You Think?
148. Oh these Changes (Facebook and Webinar updates)
149. Please Do Not Attend This Training Call
150. Lead Generation - Conversion - Automation - Done
151. Starting In 20 Minutes (see you soon)
152. YOU ARE AWESOME
153. Survey Results - Your Ultimate Coaching Program
154. Love Me or Hate Me I'll Do It Anyway... (oh yes)
155. Can You Give Me A Hand Please? (super quick)
156. I Need Your Help Now (really quick)
157. I could use YOUR help now (super fast)
158. [Last Day] Power Editor Training Gone For Good Today
159. Why Is Facebook Doing This To Us?
160. Brand New Facebook Feature Inside (last 7 hours)
161. YES FB Power Editor Crash Course For Newbies (FINALLY)
162. Frank Kern vs. Shark Tank (Cool Bonus Too)
163. WOW My Life Just Changed! (open this email)
164. Frank Kern Vs. Shark Tank (Cool Bonus Too Yeah)

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165. Rough Day Too? (Plus Shark Tank Drama)
166. oops the price is going up in 4.5 hours (no exceptions)
167. Starting in 45min - All FB Updates And Changes
168. Replay Is Live! (Critical FB Changes Explained)
169. Starting in 90min - Facebook Updates And Changes
170. Postponed - I just got knocked out
171. Facebook Newbie? Perfect I Created This For You (All Steps)
172. Breaking News (Critical Facebook Changes Just Got Announced)
173. Thanks (Video Message And Your Tickets)
174. Thanks (Video Message)
175. We're Pregnant Yay :)
176. Local Facebook Video Marketing Software (just got it)
177. Yes GREAT NEWS
178. Great News!
179. Yes Great News!
180. [Personal Video] Merry Christmas From The Browns
181. [Last Chance Today] Exclusive Funnel Training & 2014 Game Plan For Local
And Online
182. Starting in 90 Minutes - 2014 Game Plan (FB Funnel DFY)
183. Encore By Popular Demand - 2pm EST Saturday (2013 Game Plan)
184. Are YOU Bold Enough? (I mean it, tell me now)
185. Facebook Marketing Funnel 100% Done For You?
186. CHANGE Your Approach Immediately
187. Personal Message From Mario & Maria
188. [Last Chance] FBMC Is Closing Now
189. Closing Today - Push It Up! (Thank You)
190. Webinar Replay Is Up Plus New 3 Split Payment Plan For FB Masterclass
191. Webinar Is Almost Ready - Closing Wednesday
192. This is what I'm talking about
193. (FBMC) All Your Questions Answered
194. All Your Questions Answered (FBMC)
195. Thank You :)

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196. Day 1 Update is here (let's do it)
197. FB Master Class Is Now LIVE (check it out)
198. [Video 3] My Ads, Conversion Rate and Copy Live Case Study
199. Video 3 Is Up & Running Now! (Zombie Mode)
200. Retargeting - Here Is My Best Campaign Revealed (Video 2)
201. WoW 111 Comments (Plus ALL Content Info For Video 2)
202. Woow Already 100+ (why) Comments On This Video 1?
203. 2 Billion In Revenue (Sweet) FB Video 1
204. Pre-Launch is READY (Time To Mail Is Now) FB Master Class
205. Pre-Launch Is READY! Plus GREAT News. (Time To Email)
206. Your Pre-Launch Swipes & Cool Update (FB MasterClass)
207. Sneaky New Facebook Trick (Graph Search Hack)
208. FaceBook Crash Course Replay iPad Giveaway [Today]
209. Webinar Replay - Uploaded Bonuses For You - FB Master Class
210. It's Starting (Facebook Custom Audience Power Editor And Basics)
211. Training Starting 8pm EST (Custom Audience Editor)
212. FB Crash Course Part 2 (Plus Graph Search Trick And Your iPad Mini)
213. Call Me On My Phone (Seriously Do It)
214. WoW (seriously Facebook)
215. FB Ads Crash Course Starting In 90 Minutes
216. Facebook Crash Course Sign Up (and split testing)
217. Here Is My BEST Strategy (Facebook Advertising)?
218. Here Are All Facebook Changes (plus Free Crash Course Inside)
219. Your Links Are Ready & FULL Access Now (More Updates)
220. 7 Critical New Facebook Changes (just this week?)
221. 3 Mistakes You Must Avoid With Your Offers
222. Awkward Local Leads in Temecula [Video]
223. Time To be Grateful For What We Have
224. Wow this New Software is AWESOME (Warning Really Sneaky)
225. My Best Weird Webinar Trick (works like a charm)
226. My Best Weird Webinar Trick (works like a charm)

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- 227. I'm Slammed (You working like a Dog right?)
- 228. Webinar Alchemy Is LIVE (4 Brand New Bonuses)
- 229. My Secret Weapon Revealed (500k in 6 months)
- 230. Create Your Own Newscasts AND For Your Clients (lead gen)
- 231. New Facebook Tactics (Live In Memphis Meet Ben, Don And Mario)
- 232. Advanced Facebook Training (Live In Memphis Meet Ben, Don And Mario)
- 233. Facebook? I need YOUR answer
- 234. Thank You (cool bonus inside from Mario)
- 235. You Control The Video (Facebook Advanced Training)
- 236. Hey It's Me Mario, Here Is Your Info
- 237. My Coaching Program (Brand New)
- 238. Reopened My Coaching Program (Brand New)
- 239. My Replay Is Live (Facebook Crash Course)
- 240. Facebook Crash Course Starting Soon (all FB tricks revealed)
- 241. You Are Awesome (oh yeah)
- 242. [Video] Sunday Motivation
- 243. Facebook Retargeting Explained (targeting YOU)
- 244. Last Chance and Final Notice (closing this tonight)
- 245. Student Alex Just Cracked 500 Sales (Weird Formula)
- 246. Less than 6 hours (Not Kidding)
- 247. In 9 Hours Its Gone and you Lose Out Big (no exceptions)
- 248. THANK YOU
- 249. Last 24 Hours - 4 Live Event Bonuses Left
- 250. THANK YOU!
- 251. 82,471 Dollars Very First Webinar (Alex Becker Story)
- 252. Your Replay Is Live! 72h only, Mastery Webinars w Mario
- 253. Live In 50 Minutes (totally messed up time zone duh)
- 254. We're On In Under 3 Hours (Webinar Mastery w Mario)
- 255. [SEO Zen Is LIVE] our SEO Bonus Revealed
- 256. [Video] SEO Zen Demo And Bonus Package
- 257. See You Tomorrow (yeah)

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- 258. Ready For Tuesday? (Webinar Revenue With Mario)
- 259. My Personal Notes (Part 2 & SEO Zen)
- 260. Huge SEO Launch on Tuesday with \$20,000 JV Prizes
- 261. Katie Couric FED UP
- 262. Important: for your email list
- 263. 700k! But HOW?
- 264. Fighting (and accepting)
- 265. You happy?
- 266. Dow you think of money
- 267. Final notice: all coaches, please reg by 5pm
- 268. Do you offer coaching?
- 269. Success in NYC!
- 270. 1-page productivity sheet used by millions
- 271. World's most in-demand skill
- 272. Soooo disappointed
- 273. On finding your voice
- 274. Need some help
- 275. Today only?
- 276. But what do you believe?
- 277. Arianna on stage
- 278. For TODAY, it's 2-for-1 folks!
- 279. Dude, aim higher!
- 280. Larry King interview for you
- 281. Thank you! here's how it all turned out
- 282. 3 big questions for you
- 283. Which companies work for you?
- 284. My brain injury, and vid update
- 285. Meet my business advisor
- 286. It's time to reach more people - you know this, right?
- 287. Webinar on sponsorship (my compliments)
- 288. LAST CALL

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- 289. Your stall tactics
- 290. Big-time sponsorship success
- 291. Can I teach you about sponsorships?
- 292. Your webinars?
- 293. Invite back to Experts Academy
- 294. Your audience
- 295. Sponsors for you
- 296. Marketing stunner
- 297. Getting Sponsors and Promo Partners
- 298. Let me change your mind
- 299. LAST CALL for speakers
- 300. CONGRATS! You guys hit #!
- 301. THANK YOU! Can we hit #1?
- 302. Can you download this?
- 303. Help - I'm freaking out
- 304. Did you get my invite?
- 305. IMPORTANT (from Brendon)
- 306. Heads up
- 307. Own the new economy w/ me
- 308. Can I get your thoughts?
- 309. 3 kinds of life. Which are YOU living?
- 310. Your speaking career
- 311. Let's get you on stage (or at least on video!)
- 312. LAST CALL
- 313. The MAP
- 314. Quick heads up
- 315. OPEN!
- 316. Heads up - what they're saying
- 317. Not sure - he says the new economy?
- 318. Webinar, "5 paths to monetizing your advice online"
- 319. Man this is DEFINITELY your next blockbuster!

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- 320. CLOSING at midnight!
- 321. Sorry! Replay and DEADLINE
- 322. On LIVE now
- 323. FAQ for you *the \$10m "sitdown"
- 324. On google LIVE - teaching products/marketing for you
- 325. OOOGGGGMG IT'S ON
- 326. Wait - \$1M already?
- 327. I'm okay - plz no cards
- 328. LOVE this question
- 329. Your homepage
- 330. Can I share your success story?
- 331. Please read this weekend
- 332. Your STRATEGY
- 333. Facebook strategy for you
- 334. THANKS!!
- 335. Copy this - web strategy for you
- 336. Promoting your message on 7 pages
- 337. THANKS!
- 338. Apple's mysterious "Integrated Product Suite"
- 339. Just shot this for you - thoughts?
- 340. For TODAY before close please
- 341. Can we work together?
- 342. For today - just opened
- 343. This SO works - the "1-Page Productivity Planner"
- 344. What's missing>
- 345. I have to stop messing around
- 346. 6 secrets of high-performing multi-millionaires
- 347. Find Your Moon 2014
- 348. Own the new economy w/ me
- 349. Love you Happy Holidays!!
- 350. Strategy session for you at my house?

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351. We're OPEN yayy!

352. Video of the year

Alright, thats all ~~329~~ 352 of them. Get out there, take action and put them to good use.

21 Power Headline Templates

Great headlines

- Identifies your perfect customer
- Sets you apart
- Talks about benefits

How to Finally <benefit> Without Having to <objection>

Ex: How to Finally Lose Weight Without Having to do Crazy Diets.

xxxx Tips To The Perfect <benefit> Just Minutes...

Ex: Seven Tips To The Perfect Waistline in Just Minutes Per Day

Finally, A <____> That <_____> in xx Minutes without <_____> Guaranteed

Ex: Finally A Diet Plan That Sheds Pounds in 15 Minutes Per Day Without Being a Gym Rat; Guaranteed

Finally, a <what is it?> that <big Benefit> In < time until results>, Without <big objection>, Guaranteed.

Ex: Finally, a Diet Plan that Forces You To Lose Weight In Weeks Instead of Months, Without Killer Workouts, Guaranteed.

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The Secret To Getting Your Best _____ For Just _____

Ex: The Secret To Getting Your Best Nutrition For Just Pennies Per Day

How To Finally Get _____ Without _____

Ex: How To Finally Get Slim Without Dreaded Guy Workouts

XX Tips To The Perfect _____

10 Tips To The Perfect Waistline

The Truth About How The _____ Actually _____

The Truth About How The Government Actually Recommends the Wrong Food

XX Things You Didn't Know About _____

Ex: 12 Things You Didn't Know About Good Nutrition

What _____ Isn't Telling Anyone About _____

Ex: What The Government Isn't Telling Anyone About Good Nutrition

XX Tricks To Eliminate _____ Without _____

Ex: 9 Tricks To Eliminate Overeating Without Feeling Hungry All The Time.

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Why _____ May Actually _____

Why Government Nutrition Recommendations May Actually Be Bad for You

XX Insanely Simple Ways To _____

9 Insanely Simple Ways To Save Money

Finally, How To _____ Without Ever _____

Finally, How To Lose Weight Without Ever Dieting or Working Out

What _____ Really Think About _____

What Americans Really Think About The President

XX Things That _____ Do Differently

13 Things That Rich People Do Differently

How To Actually _____ Without Ever Risking _____

How To Actually Make Money Online Without Ever Risking Your Retirement Capital

Why _____ Aren't Talking About _____

Why Politicians Aren't Talking About Their Retirement Plans

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How I _____ By Just _____

How I Create Value Out Of Thin Air By Just Making Simple Videos

Why You Don't Have To Be _____ To Finally _____

Why You Don't Have To Be A Tech Expert To Finally Make Money Online

XX Strategies The Top _____ Do When They _____

12 Strategies The Top Earners Do When They Create Lead Magnets

Brand NEW: 85 Top SPAM Words to AVOID

- | | | |
|------------------------|-----------------------|-------------------------|
| 1. % off | 20. Earn Extra Cash | 39. Hidden Assets |
| 2. \$\$\$ | 21. Extra Income | 40. Increase Sales |
| 3. 100% free | 22. F r e e | 41. Increase traffic |
| 4. 100% satisfied | 23. Fast Cash | 42. Increase your sales |
| 5. Acceptance | 24. Free | 43. Incredible deal |
| 6. Accordingly | 25. Free Gift | 44. Info you requested |
| 7. Act Now | 26. Free info | 45. Lifetime |
| 8. Affordable | 27. Free installation | 46. Limited time offer |
| 9. Apply Now | 28. Free investment | 47. Lose |
| 10. Avoid | 29. Free leads | 48. Maintained |
| 11. Billion | 30. Free membership | 49. Make \$ |
| 12. Cash Bonus | 31. Free offer | 50. Medium |
| 13. Chance | 32. Free preview | 51. Miracle |
| 14. Cheap | 33. Free trial | 52. Never |
| 15. Click Here | 34. Get Started Now | 53. No gimmicks |
| 16. Compare Rates | 35. Great offer | 54. No hidden costs |
| 17. Credit | 36. Guarantee | 55. No investment |
| 18. Double your income | 37. Help | 56. Now only |
| 19. Earn \$ | 38. Hidden | 57. Obligation |

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58. One hundred percent free	67. Refinance	77. Solution
59. One time	68. Reminder	78. Special promotion
60. Opportunity	69. Remove	79. Stop
61. Order Now	70. Reverses	80. Success
62. Order today	71. Sample	81. Test
63. Please read	72. Satisfaction	82. Thousands
64. Prices	73. Satisfaction Guaranteed	83. Urgent
65. Problem	74. Save \$	84. Visit our website
66. Promise you	75. Search engine listings	85. Web Traffic
	76. Serious cash	

Ok, and if you are not exhausted after reading through that list, try this one.

**Words that will never get caught by spam filters
(& that will never likely get used anyway)**

Bamboozled	Flibbertigibbet	Pumpernickel
Discombobulated	Tenterhooks	Thingamajig
Catawampus	Poppycock	Whatsit
Malarkey	Whippersnapper	Whatchamacallit
Brouhaha	Flabbergasted	Flummoxed
Skedaddle	Shenanigans	Dingleberry
Doohickey	Lollygag	Gobbledygook
Whatnot	Kerfuffle	Canoodle
Gobsmacked	Nincompoop	Codswallop

Homework: Use all these in a sentence.

(Hey, can't we have a little fun every now and then?)

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Resources:

1. [BlueHost](#): hosting your domain, professional email and WordPress blog.
2. [Aweber autoresponder](#): for your professional autoresponder.
3. [The Conversion Pros](#): for all of your professional marketing tools
4. [My Best Lead Sources](#): These are all proven to work to build your list and make sales (if you are good to them of course.)
5. [Resell Rights Weekly](#) is a great source for PLR material from which you can create your own products. Highly recommended source!

Conclusion: It is vital that you get substantial income going soon so you don't become a victim of the business world. Visit the www.TheSubmarineGuy.com for help.



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p.s. Check out: <http://www.TheSubmarineGuy.com/> It's the **perfect companion** to this document to help you maximize your profits.