You want to nudge the world, right? You’re in marketing to do just that.

In fact, you probably want to do more than just nudge the world.

You want tantalize.

You want to motivate.

You want to accelerate.

Fantastic!

This set of 277 action words can do just the trick.

Four Quick Tips on Using Action Words

So you know why you need to use action words in your writing.

But how you do it is also critical to your success.

The English language has a bazillion words.

Should you just open up your thesaurus and find the fanciest word?

Nope.

That’s why I created this list. It gives you a shortcut to words that really work.

But before we dive into the list, here are some quick tips:

Tip #1: Nail the Verb First

The list contains mostly verbs. And there’s a reason.

Verbs are the most critical part in marketing writing. They are the action-driver.

Find the right verb first.

There are thousands of fantastic adjectives and adverbs too. But that can be a trap.

You have to use adjectives and adverbs correctly. They are accents. Accents that can help tremendously.

Unfortunately, I see too many writers rely on them too much.

Used incorrectly, adjectives and adverbs can make the writer look like they are trying to prove they’re smart… which has nothing to do with the audience. We’re marketers, not novelists.

“If the phrase is not affecting the reader, what’s it doing there? Make it do its job or cut it without mercy or remorse.”

- Isaac Asimov
Tip #2: Keep It Simple

“Go” is my favorite verb.
Keep your action words simple.
Mark Twain said it best.

“Don’t use a five-dollar word when a fifty-cent word will do.”
- Mark Twain

We can all click in Microsoft Word to open up the thesaurus. It can be helpful when we’re stuck.
But don’t abuse the thesaurus by using it to find the most elegant word.
Simple words work best for your readers. That’s how you make an impact and drive action.

“I once used the word OBSOLETE in a headline, only to discover that 43 per cent of housewives had no idea what it meant. In another headline, I used the word INEFFABLE, only to discover that I didn’t know what it meant myself.”
- David Ogilvy

Tip #3: Consonants Pick Up the Pace

Readers are drawn toward words with consonant words.
A word that starts hard or ends hard are like a staccato note to our brains.
Consonants boost the cadence of your writing.
That cadence and hard sound of consonants helps you cut through your reader’s noise filter.
I’m not dismissing our friend the vowel though. Words that start with vowels or that end softly can still deliver.
But why chance being a little mushy when a good consonant word will do?

Tip #4: Alliteration is a Perfect Power-Packed Technique

Alliteration is the writing tactic that pairs up words with the same beginning sound.
Why is that important for action words?
Alliteration makes your writing even more interesting and easier to remember.
The result is you attract more customers and convert more sales.
That’s why you have big brands use alliteration in their names, like Bed Bath & Beyond, Krispy Kreme, and PayPal.
So use alliteration to boost your best action words.
277 Action Words

HIGH ENERGY WORDS

This set of action words is full of positive verbs. Verbs that give your reader energy, enthusiasm, and inspiration.

- Act
- Adapt
- Advance
- Alter
- Amplify
- Backbone
- Boost
- Bravery
- Build
- Cause
- Challenge
- Cheer
- Compete
- Connect
- Convert
- Craft
- Crazy
- Delight
- Deliver
- Demonstrate
- Describe
- Design
- Detect
- Directed
- Engineer
- Excite
- Execute
- Exhibit
- Explain
- Explore
- Focus
- Generate
- Get
- Go
- Grab
- Guide
- Guts
- Happy
- Heroic
- Impact
- Inspire
- Intense
- Invent
- Join
- Joy
- Launch
- Lift
- Link
- Love
- Map
- Motivate
- Navigate
- Operate
- Organize
- Overhaul
- Plan
- Present
- Produce
- Propose
- Respond
- Results
- Revamp
- Shape
- Show
- Simulate
- Spectacular
- Spirit
- Start
- Stimulate
- Stunning
- Surge
- Surprising
- Taught
- Track
- Train
- Trigger
- United
- Work

SPEED WORDS

Speed words are action on hyperdrive.

Your readers want things now. They have the need for speed.

- Accelerate
- Sprint
- Eliminate
- Expedite
- Express
- Frenzy
- Hack
- Hyper
- Instant
- Now
- Reduce
- Speedy
- Streamline
**FEAR WORDS**

Your audience doesn't want to lose anything they value.

They worry. They're fearful.

Loss aversion is a powerful motivator. Unconsciously it’s probably more influential than something positive or rewarding.

<table>
<thead>
<tr>
<th>Abandon</th>
<th>Disastrous</th>
<th>Quit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agonize</td>
<td>Disrupt</td>
<td>Raid</td>
</tr>
<tr>
<td>Alert</td>
<td>Fail</td>
<td>Risk</td>
</tr>
<tr>
<td>Alone</td>
<td>Fake</td>
<td>Ruin</td>
</tr>
<tr>
<td>Beware</td>
<td>Fool</td>
<td>Scare</td>
</tr>
<tr>
<td>Blinded</td>
<td>Haunt</td>
<td>Shock</td>
</tr>
<tr>
<td>Caution</td>
<td>Invasion</td>
<td>Spook</td>
</tr>
<tr>
<td>Cheat</td>
<td>Loser</td>
<td>Struggle</td>
</tr>
<tr>
<td>Chilling</td>
<td>Mistake</td>
<td>Trap</td>
</tr>
<tr>
<td>Collapse</td>
<td>Negate</td>
<td>Trick</td>
</tr>
<tr>
<td>Crisis</td>
<td>Pain</td>
<td>Trouble</td>
</tr>
<tr>
<td>Criticize</td>
<td>Panic</td>
<td>Victim</td>
</tr>
<tr>
<td>Deadly</td>
<td>Peril</td>
<td>Warning</td>
</tr>
<tr>
<td>Decrease</td>
<td>Poison</td>
<td>Weak</td>
</tr>
<tr>
<td>Detach</td>
<td>Prevent</td>
<td></td>
</tr>
<tr>
<td>Devastating</td>
<td>Punish</td>
<td></td>
</tr>
</tbody>
</table>

**ANGER WORDS**

Fear most often relates someone doing something bad to you. Someone is on the receiving end.

Anger is acting out with... extra aggression.

This set of angry action words brings out a strong emotion.

<table>
<thead>
<tr>
<th>Abuse</th>
<th>Destroy</th>
<th>Revenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assault</td>
<td>Disgusting</td>
<td>Revolting</td>
</tr>
<tr>
<td>Attack</td>
<td>Envy</td>
<td>Scream</td>
</tr>
<tr>
<td>Backlash</td>
<td>Evil</td>
<td>Shatter</td>
</tr>
<tr>
<td>Beat</td>
<td>Fired</td>
<td>Strangle</td>
</tr>
<tr>
<td>Blast</td>
<td>Force</td>
<td>Strike</td>
</tr>
<tr>
<td>Bomb</td>
<td>Hate</td>
<td>Stupid</td>
</tr>
<tr>
<td>Break</td>
<td>Hijack</td>
<td>Toxic</td>
</tr>
<tr>
<td>Conflict</td>
<td>Jerk</td>
<td>Violate</td>
</tr>
<tr>
<td>Crush</td>
<td>Kill</td>
<td></td>
</tr>
<tr>
<td>Curse</td>
<td>Punch</td>
<td></td>
</tr>
</tbody>
</table>
CURIOSITY WORDS

Our curiosity compels us to act. Why?

We’re intrigued by what we don’t know. Even more fascinating, we want what we can’t have.

We can’t help by find out what we’re missing.

Astonish       Freakish       Rare
Banned         Gambling       Reveal
Blacklist      Hidden         Rogue
Blocked        Hint           Secrets
Bootleg        Illegal        Shenanigans
Censored       Insider        Staggering
Confessions    Lost           Suggest
Controversial  Magic          Taboo
Covert         Mystery        Warp
Defy           Odd            Wonder
Forbidden      Outlaw         
Forgotten      Private

POWER, MONEY & RESPECT

I had to steal from the title of a classic late ‘90s hip hop song by The Lox (featuring Lil’ Kim and DMX) for this section.

Money and power attract attention. Call it greed if you want.

But this set of action words delivers results.

Bargain       Gain          Steal
Best          Gift          Terrific
Big           Gigantic      Treasure
Binge         Greatest      Triple
Bold          Insist        Triumph
Cash          Lead          Ultimate
Claim         Massive       Unstoppable
Collect       Master        Update
Discount      Offer         Upgrade
Exclusive     Prize          Urgent
Expand        Profit        Verify
Explicit      Promote       Victory
Free          Rich           Win
Freedom      Skyrocket       

277 Action Words that Supercharge Your High Impact Writing
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SEX WORDS

Fear is not the only deep-seated emotion that triggers our core emotions.

Sex and attraction are also powerful drivers in our unconscious mind.

You can imply sex without being explicit.

Of course, be careful with this. Everything is not a beer commercial.

<table>
<thead>
<tr>
<th>Crave</th>
<th>Naked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dirty</td>
<td>Sex</td>
</tr>
<tr>
<td>Expose</td>
<td>Sin</td>
</tr>
<tr>
<td>Hottest</td>
<td>Tantalize</td>
</tr>
<tr>
<td>Irresistible</td>
<td>Thrilling</td>
</tr>
<tr>
<td>Lust</td>
<td></td>
</tr>
</tbody>
</table>

SAFE WORDS

A little reassurance can go a long way with your readers. People like to know they are safe.

Safe words don’t have the visceral stopping power of fear or sex words.

But when used at the right place and at the right time, these words make us confident to act.

<table>
<thead>
<tr>
<th>Authorize</th>
<th>Lifetime</th>
<th>Savvy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach</td>
<td>Official</td>
<td>Secure</td>
</tr>
<tr>
<td>Cool</td>
<td>Precious</td>
<td>Smart</td>
</tr>
<tr>
<td>Faith</td>
<td>Protect</td>
<td>Tested</td>
</tr>
<tr>
<td>Fearless</td>
<td>Proven</td>
<td>Tested</td>
</tr>
<tr>
<td>Grasp</td>
<td>Refund</td>
<td>Validate</td>
</tr>
<tr>
<td>Guarantee</td>
<td>Safe</td>
<td>Zen</td>
</tr>
<tr>
<td>Hold</td>
<td>Save</td>
<td></td>
</tr>
</tbody>
</table>

Thank you for downloading this list of action words. I hope it helps you supercharge your writing!

Is your favorite action word missing from this list?

Join the discussion and share on my blog at:

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