

## 277 Action Words that Supercharge Your High Impact Writing

Downloadable Action Word Guide from [www.bobangus.com/action-words](http://www.bobangus.com/action-words)

***“Words are sacred ... If you get the right ones, in the right order, you can nudge the world a little.”***

- Tom Stoppard, Famed Author, Playwright, and Screenwriter

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.

Pure action. Two letters. Nothing fancy.

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

### SPEED WORDS

Speed words are action on hyperdrive.

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

Accelerate	Frenzy	Reduce
Sprint	Hack	Speedy
Eliminate	Hyper	Streamline
Expedite	Instant	
Express	Now	

## **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.

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

## **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.

Abuse	Destroy	Revenge
Assault	Disgusting	Revolting
Attack	Envy	Scream
Backlash	Evil	Shatter
Beat	Fired	Strangle
Blast	Force	Strike
Bomb	Hate	Stupid
Break	Hijack	Toxic
Conflict	Jerk	Violate
Crush	Kill	
Curse	Punch	

## **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 but 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	

## **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.

Crave	Naked
Dirty	Sex
Expose	Sin
Hottest	Tantalize
Irresistible	Thrilling
Lust	

## **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.

Authorize	Lifetime	Savvy
Coach	Official	Secure
Cool	Precious	Smart
Faith	Protect	Tested
Fearless	Proven	Tested
Grasp	Refund	Validate
Guarantee	Safe	Zen
Hold	Save	

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:

**[277 Action Words that Supercharge Your High Impact Writing](#)**