

## Power Words

1. **Concept** – the idea that evolves into a platform for a story.
2. **Character** – don't leave home without one.
3. **Theme** – yes, it's like putting smoke into a bottle, but it can be done.
4. **Story architecture** – what comes first, what comes next, and so forth... and why.
5. **Scene construction** – you can know the game, but if you can't play it well, you can't win.
6. **Writing voice** – the coat of paint, or if you prefer, the suit of clothes that delivers it all to the readers.

### 50 Power Words That Sell

1. Absolutely
2. Accomplish
3. Achieve
4. Benefit
5. Best
6. Clear-cut
7. Compelling
8. Convenient
9. Critical
10. Dependable
11. Easy/Easily
12. Ensure
13. Exciting
14. Free
15. Fun
16. Guarantee/Guaranteed
17. Health/Healthy
18. How-To
19. Improve/Improved
20. Instant/Instantly
21. Love
22. Money
23. More
24. New
25. Now
26. Personalized
27. Power/Powerful
28. Private
29. Proven
30. Quality
31. Quick/Quickly
32. Results
33. Safe/Safely
34. Save
35. Secrets
36. Secure
37. Shocked/Shocking
38. Simple
39. Solution
40. Step-by-Step
41. Strong
42. Top
43. Uncover
44. Unique
45. Unleashed
46. Unlimited
47. Unlock
48. Winning
49. Yes
50. You/Your

Compliments: Author Brian D. Ratty

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