



WPCURVE



# 400 Words That Trigger Emotional Responses on Social Media



# Get them to burn with anger

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## OTHER WORDS FOR ANGER

Fury  
Rage  
Wrath  
Indignation

Umbrage  
Antagonistic  
Gall  
Outrage

Chagrin  
Resentment  
Rankle

## CHARGED WORDS THAT SHOULD BE USED SPARINGLY

Abuse  
Evil  
Loser  
Punish  
Hate  
Ruthless  
Backstabbing

Maul  
Money-grubbing  
Bully  
No-good  
Crooked  
Sniveling  
Crush

Pound  
Lies  
Violence  
Coward  
Payback  
Lying

## WORDS THAT INSPIRE ACTION

Revolting  
Arrogant  
Foul  
Sick and tired  
Loathsome  
Smug  
Underhanded  
Obnoxious  
Snob

Force-fed  
Stuck up  
Disgusting  
Snooty  
Know-it-all  
Preposterous  
Snotty  
Conniption  
Blow up

Animosity  
Irritation  
Mad  
Enmity  
Resentment  
Bitterness  
Vexation  
Hissy fit  
Ire



# Learn from Cosmopolitan

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## OTHER WORDS FOR LUST

Desire  
Fervor  
Itch  
Appetite

Craving  
Longing  
Thirst  
Covet

Wantonness  
Licentiousness

## SEXUALLY-CHARGED WORDS THAT SHOULD BE USED ONLY WHEN APPROPRIATE

Shameless  
Naked  
Sex  
Naughty  
Depraved  
Uncensored  
Sleazy  
Lascivious

Dirty  
Shameless  
Lick  
Provocative  
Steamy  
Exposed  
Aphrodisiac  
Sweaty

Whip  
Sensual  
Lechery  
Libido  
Carnality  
Lewdness  
Prurience

## WORDS THAT JUMP OFF THE SCREEN

Thrilling  
Hypnotic  
Tantalizing  
Sinful  
Forbidden  
Tawdry  
Scandalous  
Lonely

Brazen  
Animalism  
Excitement  
Urge  
Cupidity  
Appetition  
Yen  
Hunger

Appetence  
Passion  
Burn  
Debauchery  
Self-indulgence  
Yearn  
Want  
Need



# Tempt and Intrigue Them

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## OTHER WORDS FOR CURIOSITY

Interest  
Concern  
Questioning  
Wondering

Investigation  
Inquiring  
Thirst for knowledge  
Eagerness

Searching  
Inquisitiveness

## ELECTRIC WORDS TO USE ONLY WHEN REALLY NEEDED

Controversial  
Banned  
Off-limits  
Backdoor  
Concealed  
Little-known  
Unusual

Under used  
Smuggled  
Blacklisted  
Withheld  
Strange  
Bootleg  
Unauthorized

Censored  
Black market  
Outlawed  
Illegal  
Cover-up

## ENTICING WORDS TO HAVE IN YOUR ARSENAL

Insider  
Hidden  
Behind the scenes  
Private  
Confidential  
Secrets  
Forgotten  
Confessions  
Lost  
Snooping  
Intrusiveness

Acquisitiveness  
Inquiring mind  
Regard  
Prying  
Meddlesome  
Officiousness  
Nosiness  
Eavesdropping  
Gossip  
Rubberneck  
Newsmonger

Examining  
Peeping  
Analytical  
Impertinent  
Scrutinizing  
Hooked  
Keen  
Taken  
Immersed



# Insulate Them

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## OTHER WORDS FOR SAFETY

Insulation  
Security  
Assurance  
Shelter

Safeness  
Immunity  
Cover  
Inviolability

Defense  
Freedom

## TRULY COMFORTING WORDS WHEN YOU NEED TO BRING OUT THE BIG GUNS:

Unconditional  
Tested  
Results  
Ironclad  
Lifetime  
Research  
Authentic

Refund  
Backed  
Privacy  
Money back  
Recession-proof  
Certified  
Proven

Endorsed  
Official  
Best-selling  
Protected  
Verified

## WORDS THAT ARE THE WRITTEN EQUIVALENT OF A SECURITY BLANKET

No strings attached  
Try before you buy  
Cancel anytime  
No questions asked  
No risk  
No obligation  
Surety  
Impregnability  
Perpetuation  
Upholding

Support  
Preserve  
Certainty  
Insurance  
Safekeeping  
Warranty  
Guarantee  
Promise  
Infallibility  
Faithfulness

Dependability  
Reliability  
Transparency  
Trustworthiness  
Durability  
Safekeeping  
Long-term  
Shield



# Encourage and Inspire

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## OTHER WORDS FOR INSPIRATION

Motivation  
Hunch  
Vision  
Enthusiasm

Insight  
Creativity  
Thought  
Notion

Stimulus  
Idea

## WORDS THAT GET SHARES

Brainchild  
Spark  
Impulse  
Muse  
Whim  
Animus  
Revelation  
Deep thinking

Illumination  
Spur  
Afflatus  
Genius  
Awakening  
Incite  
Revivify  
Boost

Embolden  
Rally  
Inspirit  
Prop up  
Hearten  
Psych up  
Strengthen

## OTHER ENCOURAGING WORDS

Influence  
Approach  
Buoy  
Cheer up  
Goad  
Reassure  
Excite  
Praise

Instigate  
Stir  
Refresh  
Galvanize  
Rouse  
Buck up  
Applaud  
Assist

Egg on  
Propose  
Recommend  
Promote  
Advocate  
Campaign for  
Kindle  
Champion



# Make Them Happy as Larry

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## OTHER WORDS FOR HAPPINESS

Merry  
Cheerful  
Ecstatic  
Chirpy

Jolly  
Tickled  
Sunny  
Glad

Lively  
Grateful

## WORDS THAT ARE THE HAPPIEST OF THE HAPPY (RESERVE FOR CONTENT THAT REALLY NEEDS TO HOOK THE CUSTOMER IN):

Overjoyed  
Blithe  
Gleeful  
Spectacular  
Triumph  
Stunning  
Breathtaking  
Wonderful  
Victory

Excited  
Sensational  
Amazing  
Blissful  
Uplifting  
Valor  
Eye-opening  
Daring  
Jubilant

Devoted  
Magic  
Fulfilling  
Mind-blowing  
Heartfelt  
Spirit  
Miracle

## OTHER JOYFUL WORDS TO INCORPORATE

Hope  
Fearless  
Hero  
Conquer  
Belief  
Audacity  
Faith  
Defiance

Cheer  
Bravery  
Guts  
Heart  
Grit  
Chipper  
Playful  
Light

Peaceful  
Upbeat  
Perky  
Exultant  
Flying high  
On cloud nine



# Instill Fear Into Them

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## CONSIDER USING THE WORDS LISTED BELOW TO GET YOU STARTED WITH INSTILLING FEAR IN YOUR AUDIENCE

Worry  
Anxiety  
Concern  
Terror

Phobia  
Distress  
Doubt  
Trepidation

Foreboding  
Creeps

## INSULTING WORDS THAT, WHILE NOT DIRECTED AT THE CUSTOMER, WILL GET THEM TO REACT

Fooled  
Bumbling  
Stupid  
Crazy  
Horrific

Gullible  
Frightening  
Toxic  
Victim  
Lunatic

Silly  
Slave  
Dumb  
Feeble  
Cripple

## LOADED, EXPLOSIVE WORDS

Tailspin  
Caution  
Catastrophe  
Bloodcurdling  
Hack  
Trap  
Disastrous  
Collapse  
Invasion  
Risky  
Insidious

Targeted  
Lurking  
Mistake  
Warning  
Plummet  
Embarrass  
Wounded  
Painful  
Jeopardy  
Shatter  
Hazardous

Peril  
Hoax  
Poison  
Looming  
Nightmare  
Beware  
Devastating  
Played  
Scary  
Danger



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