
COPYWRITING REPORT

PUNCH WORDS

*HOOK your audience and boost conversions
with 'punchy' descriptive words and phrases!*



BY BRET THOMSON

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~ Copywriting Report ~

PUNCH WORDS

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T'sup Insiders! Bret here...

Before you sink your fangs into this juicy report, let me give you some quick instructions on how to use it...

First up, why should you use 'punch' words & phrases in your copy? Simple answer - In most cases, it'll make you more money. I know... a big sweeping statement, but let me explain...

A copywriting motto to never forget is, *"The more they read, the more they buy"*. What that means is, to get more sales, our goal is to increase 'readability'. We do this because the more time they read your copy... the more time you are building trust, rapport and likability.

You see, people buy off people (or brands) they like. True or true? And as long as you don't screw up your offer, you'll get more sales!

Look how Ecom Insider, Dave Poon, used TWO of these punch words in a FB ad and TRIPLED his CTR (click through rate).

**Dave Poon**Yesterday at 2:09 AM · Add Topics

Shout out to [Bret](#). I do POD. I have a methodical way of writing my FB ad copy. Same every time. Swap out links. It works. After reading the latest GSD on Bret's Punch Phrases. I decided to test it out.

[Redacted text]

In past 24 hours. My CTR tripled my normal copy. I'm getting cheaper eyeballs to my store. Get them into my web for sneaky retargeting. It's profitable upfront. It's a collage not even a particular design. I mean come on...It bloody doesn't even make sense! Goes to show you never know. Keep testing. Thanks Bret. Good on ya mate.

⚡ Hurricane force shirts. Kaleidoscope of fun.

GO HERE ➡ <http://smarturl.it> [Redacted]

GO HERE ➡ <http://smarturl.it> [Redacted] 🤪

 Claus Lauter, Tanner Larsson and 36 others

13 Comments

How to use these punch words & phrases?

If I'm writing copy for a new client, one of the first things I'll do is scan these punch words and phrases and pull out the ones that suit the market I'm writing for. I call this my hot-list! Then I try and weave them in wherever I can.

For example, if I'm writing about back-pain or migraines, I'll pull out 'pain' related words and phrases like:

Explosive, Flare ups, Stiffness, Gruelling, Drained, Collapse, Slumping, Slouch, Piercing, Wake up call, Sobering truth, Bed-ridden, Teetering on the brink of hopelessness, Surrender, Tortuous, Relentless, Mind numbing medication, Tsunami of pain, Sky-high, Whirlwind of pain, Pinch, Fatigued, Burning, Stabbing, Twisting, Tearing, Sharp, Twitching, Hit by a truck, All-consuming, Marriage-killer, Never-ending, Depressing, Desperation, Torment, Soul-crushing, Tap-out, and so on...

Do this and you won't have to stare at a blank screen waiting for that grey-matter floating in your skull to fire up! This is a shortcut to creativity. It turns any boring, plain-vanilla, copy into edgy emotive copy that can trigger all the senses.

These words put pictures in your readers mind and make them FEEL something! And remember, you should sell 'feelings' not features! Examples...

Before & After Examples	
Boring	Descriptive
Made me angry	Makes my blood boil
Overcome cravings	Kick cravings in the butt
Extremely frustrated	Pull my hair out
Sore and tired	Hit by a Mack Truck
A lot of information	Firehose of content
Too overwhelming	Standing under Niagara Falls with a paper cup!

Where to use to use these Punch words?

Simply put... Anywhere and everywhere!

Product descriptions, emails, Facebook ads, social media posts, website (store) pages, funnel pages, video scripts, messenger, SMS, headlines, bullet points, offline, you name it!

Anytime you need engagement or a response in your communications, inject these punch words and watch what happens!

Easy to find categories

When it comes to emails, did you know some words would land you in hot water and get your email snagged in the spam filter? Words like, “money, free, click, opportunity, act-fast”, etc.

Well, fear not, my furry friend, because I've organized these punch words and phrases into easy-to-find categories for you!

So if you ever feel stuck like a mosquito in a paint tin, scroll through these categories (below) to find hard-hitting alternative words that are sure to pack-a-punch!

Categories for punch words & phrases

- Punch Words
- Punch Phrases
- Hard
- Easy
- Big/Many
- Small/Few
- Slow
- Fast
- New/Improved
- Free/Discount
- Trust/Safe
- Valuable
- Money
- Love
- Hate
- Smart

Okay, that's a wrap! Ready to bust a move on the copywriting dance floor? Scroll down below and take MASSIVE action... Then report back in the Facebook group with your results!



EI Partner, Best-Selling Author, Direct-Response Copywriter

PUNCH WORDS

Swagger	Brutal	Hoax	Whittle
Cascade	Stung	Punch	Harness
Pizzazz	Sinking	Snarling	Eye-popping
Crisp	Collapse	Crunch	Jaw dropping
Ballsy	Clench	Torment	Side-splitting
Gutsy	Fumble	Lethargic	Gut-busting
Targeted	Blunder	Scandal	Stampeding
Bulls-eye	Plunge	Disproportion	Staggering
Quirky	Ablaze	Syphoned	Bedrock
Blitz	Muffled	Skewer	Benchmark
Sky-high	Betrayed	Shotgun	Skirmish
Whopping	Decimate	Ripped	Colossal
Super-lucrative	Annihilate	Squash	Railroad
Staggering	Destroy	Steamrolled	Tomfoolery
Explode	Mutiny	Streamline	Shenanigans
Ignite	Clout	Seamless	Rollercoaster
Launch	Wallop	Scurry	Bottleneck
Supremely	Merciless	Blaze	Turbulent
Stampeding	Fleeing	Claw	Torn
Grated	Fleecing	Wobble	Stash
Botched	Slumping	Dodge	Couch
Gruelling	Gutted	Wrestle	Stark
Collision	Stunt	Clutch	Dribble
Sideswiped	Stunted	Bump	Streetwise
Pungent	Sour	Splatter	Weapon
Drained	Slammed	Blitz	Barricade
Draining	Dwarfs	Fumble	Barrage
Abysmal	Devoured	Shatter	Hiss
Cling	Scavenge	Blunder	Stunned
Vulgar	Flung open	Salvage	Sobering
Vulgarity	Busted	Debunk	Muscle-bound
Stench	Imploding	Obliterate	Poltergeist
Putrid	Scandalizes	Demolish	Zapped
Scrooge	Set up	Wallop	Sassy
Scrimp	Cover up	Ramping up	Toasted
Shafted	Brutal	Hoax	Possessed

PUNCH PHRASES

Fighting tooth and nail	Slap in the face
Crank it up a notch	Sobering message
Right off the bat	Shake a stick at
Teetering on the brink of disaster	Right under your nose
Rare as hens teeth	Have a crack
Within your grasp	Make my blood boil
Penny drops	Get a grip
Light bulb moment	Shake your tail feather
Aha-moment	Hurricane force
Come to Jesus!	Belt a home run
Clear as mud	Hot on the heels
Train wreck	Squeeze the throttle
Wrecking ball	White-knuckle intensity
Hissy fit	Boiling point
Claw back	King tide
Empty your bank account	King hit
Drain your bank account	Smack down
Fill your bank account	Sleeper hold
Fear not citizen	Tap out
Profit avalanche	Twist your arm
Seize the massive profit potential	Pin point accuracy
Super-volatile stock market	Duck and cover
Hyper-volatile environment	Toe to toe
Front row seat	On the back foot
Poll position	Shadow boxer
Up in smoke	All bark no bite
Wait for the dust to settle	Come out swinging
Turn your back on this	Now you're getting it
Pay a ransom	Sinking in
Give away the house!	Scratch the surface
Chin up	All the ducks lined up
Keep things hush-hush	Hissy fit
Dusted everything off	Whittle away
Roll your sleeves up	Trip up
Hand on heart promise	Face palm
Low hanging fruit	Intellectual firepower

MORE PUNCH PHRASES

Pull the reins	Slap in the face
Cough it up	Sobering message
Tongue in cheek	Shake a stick at
Ball and chain	Right under your nose
Straight out the gates	Have a crack
Cross the line	Make my blood boil
Under the wing	Get a grip
Cream of the crop	Shake your tail feather
Pick of the bunch	Hurricane force
Rotten apple	Belt a home run
Preaching to the choir	Hot on the heels
Yank my chain	Squeeze the throttle
Rub salt on the wound	White-knuckle intensity
Stick your head in the sand	Boiling point
Kaleidoscope of ideas	King tide
Snap out of it	King hit
Wake up call	Smack down
Method to my madness	Sleeper hold
Madness to my method	Tap out
Alarm bells should ring	Twist your arm
Bite the bullet	Pin point accuracy
Juicing things up	Duck and cover
Let's boogie...	Toe to toe
Let's land this plane...	On the back foot
Put on the map	Shadow boxer
Cut the red tape	All bark no bite
Hand over fist	Come out swinging
Verbal sucker punch	Now you're getting it
Soft spot	Sinking in
Go a few rounds	Scratch the surface
Bust a move on the ____ dance floor	All the ducks lined up
Grass cutting	Hissy fit
Blasted with double barrels	Whittle away
Tear strips off	Tripped up
Red flags	Face palm
Wrap your head around this...	Wrestling back-n-forth

HARD	EASY
Struggle	Simple
Gruelling	Basic
Tortuous	No brainer
Painful	Join-the-dots
Drowning	Automatic
Sinking	Automated
Suffocating	Auto-pilot
Brian numbing	Candy to a baby
Boring	On cruise control
Bootcamp from hell	Shooting fish in a barrel
Almost impossible	A-b-c
Stir crazy	brain-dead easy
Pull your hair out	Manageable
Tiresome	Quick and easy
Brain strain	Easy-to-read
Flat lined	Easy-to-follow
Like pulling out teeth	Do it blind folded
Drill sergeant	Even a 9 year old could ____
Like drinking hot tar	Push-button
Tough as nails	Just a few clicks
Battle hardened	In seconds
Tyson-tough	In minutes
Waste of time	Without thinking
Throw in the towel	All you have is ____
Fighting a losing battle	Simply enter your details
Thick skinned	The next step is simple
School of hard knocks	Here's the easy part
Hardened up	Embarrassingly simple
Hefty	Reassuringly simple
Over the top	Laughably simple
Turn your hairs grey	So easy you'll laugh
Blood from a stone	No instructions needed
Tough-mudder	Ain't rocket science
Go 12-rounds	Kindergarten level

BIG/MANY	SMALL/FEW
Huge	Tiny
Massive	Minuscule
Monstrous	Drop in the ocean
Gigantic	Splash
Oceans	Pinch
Ginormous	Molehill
Abundance	Pinprick
Mountains	Microscopic
Truckloads	Exclusive
Boatloads	A select few
Plethora	Hand selected
Planeloads	Hand picked
Towering	Personally chosen
Mind-boggling	Limited
Eye pooping	Scarce
Jaw dropping	Sparse
Overloaded	Rare
Tsunami	Uncommon
Tidal wave	Sporadic
Army	Rare as hen's teeth
Hefty	Crumb
Barrage	Whisker
Sky-high	Feather
Blitzing	Empty
Nosebleed heights	Pin drop
All new heights	Ant size
To the moon and back	Insignificant
Back the truck up	Under the radar
Beyond comprehension	Knee high to a grasshopper

SLOW	FAST
Snails pace	Lightning
Turtle pace	Quick
Lag	Speedy
Mellow	Lightening fast
Torturous	Immediately
Tiresome	Instantly
Tedious	Blink of an eye
Monotonous	Lightening speed
Snagged	Blitzing
Resistance	Propel
Weighted	Turbo
Drag feet	Rip-cord
Struggle	Jet powered
Slump	Bullet from a gun
Heavy	Catapult
Time wasting	Whipped
Held up	Mad dash
Held back	Hurry
Caught	Race
Blockage	Hurtle
Locked	Zip
Crawl	Break neck speed
Watching paint dry	Instant
Watching grass grow	Rush
Watched pot never boils	Whisk
Sloth	Scurry
Pulling your hair out	Haul ass
Drip feed	Whirlwind
Draining	Cyclonic
Fatigued	Tornado
FAST	Bypass
Just a few clicks	Skip
Tear away	Dash
In seconds	Run rings around
In minutes	Double speed
Double time	Triple speed
Leap frog	On the double
Overtake	Accelerate
Pedal to the metal	Record time
Burn rubber	Beat the clock

TRUST/SAFETY	NEW/IMPROVED
Security	Tweak
Stable	First class
Risk-free	Promote
Reliable	New
Loyal	High grade
Committed	Polish
Ethics	A Grade
Moral	Top level
Ethical	Next level
Dedicated	Top rung
Family business	Climb the ladder
Honourable	Sky-high
Warm	Top gun
Safe	Elite
Safe as house	Shift
Careful	Relieve
Safe in the vault	Relief
Vaulted	Substitute
The real deal	Surprise benefit or win
On your side	Top notch
No ulterior motives	High flyer
Water tight	Professional
Fail safe	Savvy
Fail proof	Increase
Shatter proof	All new heights
Strong as steel	Nosebleed heights
Thick as thieves	Breathtaking heights
Sealed	Shiny
Iron clad promise	Transformed
Iron clad Guarantee	Beautify
Double your money back	Facelift
NEW/IMPROVED	Simplify
Make over	Quality
Turn around	Step up
Overhaul	Premium
Ground breaking	Superior
Breakthrough	Thunderous
Renovate	Awesome
Tune up	Upgrade

FREE/DISCOUNT	
Gift	Loot
Special	Kitty
Saving	Prize pool
No strings attached	Line your pockets
Laugh all the way to the bank	Silver lining
Bonus	Pot o Gold
Additional	Rainbows end
Coupon	Icing on the cake
Unannounced	Cherry on top
Give away	Leprechaun
Freebie	Lady luck
Surprise	Bingo
Treat	Grab the lot
Add on	Lucked in
Bolt on	Wipe the floor
Present	Four leaf clover
Unencumbered	Luck of the Irish
Light	Save
No money down	Dollar signs
Don't pay a cent	Money bags
Don't pay a dollar	Limited offer
Don't pay a penny	Offer
Lucky for you	Big offer
Door prize	Price drop
Win	Clearance
Winner	Sale
Bounty	Get in now
Boon	Family discount
Boost	Mates rates
Added value	Scoop
Value add	Raffle
Unexpected	Prize
Jackpot	Bundle
Special Bonus Gift	Struck gold

MONEY	
Cash	Top of the world
Dollars	Return on investment
Revenue	Kaching Kaching
Wads of cash	Fatten your purse
Loot	Cram your wallet
Kitty	Cash injection
Mountains of cash	Raining money
Bank haul	Profits
Money trees	Lines with gold
Moolah	Dividends
Green backs	Bullion
Money bags	Treasure chest
Coin	Treasure
Gold	Clean sweep
Dosh	Bonus
Extra zeros	Side hustle
Bank account	Moonlighting
Finance	Fund
Notes	Inheritance
Jackpot	Commission
Lottery	Pay day
Windfall	Clean up
Crack the code	Luck in
Line your pockets	Sitting pretty
Tally	First class
Grand total	Dollar signs
VALUABLE	
Gold	Unique
Worthy	Pioneering
Rich	Pristine
Wealthy	Premium
Valid	Superior
Prized	Expensive
Exclusive	Treasured
One of a kind	Coveted
Rare	Admired

VALUABLE	
Sought after	Spell binding
Prestige	Dazzling
Rare as hen's teeth	Astonishing
Limited	Desired
Excellence	Wanted
Top notch	Revered
Mint condition	Worshipped
Preserved	Honoured
Shiny	Yearned for
Awe inspiring	Workmanship
Jaw dropping	Craftsmanship
Vintage	Fight tooth and nail for
Antique	Kings ransom
LOVE	
Romance	Nourished
Admire	Nurtured
Infatuated	Caring
Crazy about	Supportive
Bond	Goosebumps
Swept of your feet	Googly eyed
Besotted	Elope
Courting	Affection
Moony eyed	Attraction
Jaw dropping	Dreamy
Mind-boggling	Protective
Eye popping	Loyal
Heart pounding	Life changing
Pulse racing	Bowled over
Soul mate	Mesmerised
Gravitate	Love trance
Endearing	Hypnotised
Desperate	Wooed
Yearning	Starry eyed
Longed for	Glazed over
Pursue	True love
Head over heels	Smitten

HATE	
Despise	Bugbear
Cringe worthy	Makes my skin crawl
Enemy	Chills down my spine
Talk to the hand	Anxiety
Run for the hills	Sweat bullets
Repulse	Panic attack
Hostile	Loathing
Nasty	Scrooge
Crucify	Exile
Irritating	Sinful
Venom	Revenge
Feud	Unleash
Release the hounds	Horror
Makes my blood boil	Ten-foot pole
Trust as far as I could throw him	My kryptonite
SMART	
Intelligent	Razor sharp
Brain wave	Quick witted
Brainiac	Razor mind
Einstein	Prodigy
Rocket science	Clever
Brilliant	Educated
Top of the class	Professor
Cruise control	Master
Genius	Leading
Expert	Ringleader
Authority	Team leader
Street wise	Chief
Schooled	A-Grade
Wits about him/her	Leader of the pack
Mastermind	Thought leader

