



Practical marketing brilliance.

**Power up your copy!!**

Power words with emotional heft [get read and acted on more](#). Use this tool to amp up the power in your copy:

**Instructions**

1. Write what I want to say the way I'd normally say it. Put this in the left column below.
2. Go through and try to replace each word with a more powerful one – put these in the next column.
3. Step back and see if I could say the same thing overall using a metaphor or wit or a pun – try something crazy provocative and out there! Put these in the third column
4. Sleep on it – review in the morning, check against the desired brand tone.
5. Create a final draft in the right-hand column using the best wording generated

Text I'm happy with	Reworded using shorter more potent words	Rephrased entirely – try puns and provocation	Notes and comments	Final on-brand power version