

THE POWER OF PERSUASIVE WORDS

Words aren't just strings of alphabets sewn together with ink. *Words are cues.*

Words are triggers.

Words when used correctly can transform an "eh whatever" into "WOW, that's IT!"

They can make you go from literally ROFL to fuming with fury to an uncontrollable urge to take action NOW or the earth may stop swinging on its axis.

The following are what I call High Emotion Words

And these are capable of transforming an absolute no into almost yes and a "perhaps" into "for sure"!

Because it isn't really about your desired action in writing a resume (which is a phone call),
but the underlying emotion that drives that action.

If you get them to feel that emotion, you GOT 'em. These words pre-sell you before they even meet you.

When you are trying to sell people that you are solution to their problems, what you are REALLY doing is evoking **desire** by making them imagine their best potential future with **your** solution.

When you are trying to **get them to take an action** (like picking up the phone and calling you), what you are REALLY trying to do is **arouse them** to make it impossible for them NOT to take an action.

When you are trying to **get people to read your entire resume word by word**, what you are REALLY doing is trying to **evoke curiosity** so fierce that it claws at the minds of a casual browser and forces him to pick up the phone, or at the very least, look you up on LinkedIn – where you can sell them further on what you can do for their company.

When you are trying to **get someone to agree with you**, what you are REALLY doing is trying to **evoke empathy** so they see your point of view.

So what are these high emotion words that can work this magic?

Glad you asked.

I have compiled a list of 381 words that are proven to induce certain emotions (both negative and positive) and I strongly encourage you use in your online communications (like your LinkedIn profile) and your offline communications (like your resume and your cover letter, if you use one) to get your prospective employer or recruiter to take the desired action.

These words, at first glance, may sound very "salesy," but please keep in mind that these have been proven to increase the likelihood of someone **taking action** after reading them – and **action** is what you want. These are also called "Marketing Syntax," and marketers have spent over a century testing and retesting the response rate of certain wording, and the words I'm about to share with you have been proven to get the highest response rate.

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When I write a resume for a client, I sprinkle these words and words like these in the resume – which remember, is a persuasion document and not an academic paper – and my resumes have been proven to get a higher response rate by 300% to 400% more than a document without them. So, don't you want that increased response rate?

Keep in mind, I use these persuasive marketing words in resumes for non-persuasive jobs, to be seen by non-persuasive people, like Finance, IT and Engineering professionals, and the results are the same. And, because it "bucks the norm," you may find some pushback from some readers, but I assure you, I wouldn't use these words if they didn't catapult the response rate of my resumes.

But before I share the list with you, here is a 3 step plan to get the most out of these words:

Step One: Determine the desired action you want your prospect to take (e.g. make a phone call to you, pass your resume along to the right person, become a referral partner, even sell a product or service if you're in Sales, etc.)

Step Two: Determine the exact emotional state that will drive that action (e.g. curious, relaxed, fearful, inspired etc.) Keep in mind, some of these words you'll use as the "before" state (before you solved a problem for a prior employer, for instance), and some of them are "after" state words that express the relief your employer felt when you solved a problem or boosted their revenue.

Step Three: Choose some of the words from this list and sprinkle 'em throughout your content.

And now...THE LIST:

Emotional State: Curiosity

When you want them to be gripped by an unshakable **desire to read more and pick up the phone.**

- Secret
- Confidential
- Controversial
- Underground
- What no one tells you
- Have you heard
- Cover-up
- Forbidden
- Banned
- Behind the Scenes

- Secret plot
- Insider
- Off-the record
- Blacklisted
- Censored
- Concealed
- Confessions
- Unbelievable
- Covert
- No one talks about
- Hidden
- underground

Emotional State: Curiosity, Cont.

- Secret agenda

Emotional State: Urgency

If you want them to **take action now**, now, now!

- Magical
- Instantly

THE POWER OF PERSUASIVE WORDS

- Missing Out
- Left behind
- Magnificent
- Miracle
- Most Important
- Profitable
- Proven
- Quick
- Remarkable
- Results
- Revolutionary
- Safe
- Save
- Sensational
- Should
- Startling
- Strongly agree/ recommend
- Strongly suggest
- Superb
- Superior
- Tremendous
- Truly
- Trustworthy
- Urge
- Worthwhile
- Deadline
- Limited
- Seize
- bargain
- Discount
- Explode
- Extra
- Fortune
- Freebie
- Jackpot
- Reduced
- Instant Savings
- Skyrocket

Emotional State: Confusion and Helplessness

Especially useful when **questioning the status quo**, making them realize what they are missing out or “us-vs-them” style content

- doubtful
- uncertain
- indecisive
- perplexed

- embarrassed
- hesitant
- disillusioned
- distrustful
- misgiving
- unsure
- tense
- stressed
- uncomfortable
- dishonest
- disdainful
- manipulative
- judgmental
- argumentative
- authoritative
- condescending
- distracted
- disoriented
- off-kilter
- frenzied

Emotional State: Confusion and Helplessness Continued

- blushing
- awkward
- incapable
- paralyzed
- fatigued
- inferior
- vulnerable
- distressed
- pathetic
- distraught
- doomed
- overwhelmed
- incompetent
- incapacitated
- trapped
- squirming
- jittery
- woozy
- twitching
- compulsive
- uncaring
- uninterested
- unresponsive
- terrified
- suspicious
- anxious
- alarmed
- panicked

THE POWER OF PERSUASIVE WORDS

- threatened
- cowardly
- insecure

Emotional State: Anger

This is a high physiological arousal emotional state that can help **drive a number of actions** such as getting support for a cause or sharing content **because of the sheer outrage felt at the “before” state**

- Ordeal
- Outrageousness
- Provoke
- Repulsive
- Scandal
- Severe
- Shameful
- Shocking
- Terrible
- Tragic
- Unreliable
- Unstable
- Wicked
- Aggravate
- Agony
- Appalled
- Atrocious
- Corrupting
- Damaging
- Deplorable
- Disadvantages
- Disastrous
- Disgusted
- Dreadful
- Eliminate
- Harmful
- Harsh
- Inconsiderate
- enraged
- offensive
- aggressive
- frustrated
- controlling
- resentful
- malicious
- infuriated
- critical
- violent
- vindictive
- sadistic
- spiteful

- furious
- agitated
- antagonistic
- repulsed
- quarrelsome
- venomous
- rebellious
- exasperated
- impatient
- contrary
- condemning
- seething
- scornful
- sarcastic
- poisonous
- jealous
- ticked off
- revengeful
- retaliating
- reprimanding
- powerless
- despicable
- self-hating
- desperate
- alienated
- pessimistic
- dejected

Emotional State: Safe and Satisfied

Great for “**after**” **states** when you want people to **feel secure in their choice in calling you and eventually hiring you.**

- Accurate
- instantly
- Advantage
- Always
- A cut above
- Bargain
- Certain
- Certainly
- Confident
- Convenient
- Definitely
- Delighted
- Easy
- Ecstatic
- Effective
- Emphasize
- Extremely

THE POWER OF PERSUASIVE WORDS

- Freedom
- Guaranteed
- Highly effective/ likely
- Introducing
- First ever
- Investment
- conscientious
- approving
- honored
- privileged
- adaptable
- relaxed
- Astonishing
- Astounded
- assured
- fulfilled
- genuine
- authentic
- self-sufficient
- reliable
- sure
- secure
- stable
- honest
- truthful
- supportive
- excellent
- responsible
- solid
- trusting
- supported
- Absolutely
- Bargain

Emotional State: Happy and Alive

Used for “after” states to describe your past employer after you have proven to answer their problems or taken them to their aspirations. **These can also be used to describe customers’ emotional states**

- blissful
- joyous
- delighted
- overjoyed
- gleeful
- thankful
- festive
- ecstatic
- loved
- satisfied
- cheerful

- sunny
- elated
- jubilant
- jovial
- fun-loving
- lighthearted
- glorious
- innocent
- child-like

Emotional State: Happy and Alive Cont.

- gratified
- euphoric
- on top of the
- world
- playful
- courageous
- energetic
- liberated
- optimistic
- frisky
- animated
- spirited
- thrilled
- wonderful
- funny
- intelligent
- exhilarated
- spunky
- youthful
- vigorous
- tickled
- creative
- constructive
- helpful
- resourceful
- at ease
- comfortable
- pleased
- encouraged
- surprised
- content
- serene
- bright
- blessed

Emotional State: Inspired

As part of content that is **meant to inspire** and make them **feel like you are capable and in charge**.

THE POWER OF PERSUASIVE WORDS

- motivated
- eager
- keen
- earnest
- inspired
- enthusiastic
- bold
- brave
- daring
- hopeful
- upbeat
- assured
- clear
- balanced
- fine
- okay
- grateful
- carefree
- adequate
- fulfilled
- genuine
- authentic
- forgiving
- sincere
- uplifted
- unburdened
- confident
- self-sufficient
- reliable
- sure
- unique
- dynamic
- tenacious
- cooperative
- productive
- exuberant
- in the zone
- responsive
- conscientious
- approving
- honored
- privileged
- adaptable

Emotional State: Relaxed and Peaceful

To show that hiring you would result in mental peace and relaxation. Once again, these can be used to describe happy customers of yours in the past.

- calm
- at ease

Emotional State: Relaxed and Peaceful, Continued

- comfortable
- content
- quiet
- certain
- relaxed
- serene
- bright
- blessed
- balanced
- grateful
- carefree
- fulfilled
- genuine
- authentic
- forgiving
- sincere
- uplifted
- unburdened
- confident
- self-sufficient
- glowing
- radiant
- beaming
- reflective
- smiling
- grounded
- unhurried
- open-minded
- efficient
- non-controlling
- unassuming
- trusting
- supported
- fluid
- light
- spontaneous
- aware
- healthy
- meditative
- still
- rested
- waiting
- laughing
- graceful
- natural

THE POWER OF PERSUASIVE WORDS

- steady
- centered
- placid

Phewwww. THAT was one long list, don't you think?

But how about we make it to 500. Now that's a thought!

Help make that happen and drop me some of your favorite high emotion words in an email directly to me at Tammy@BeyondJobSearching.com I will go and add those to this list.

Ready. Set. GO!

And, as always, I look forward to hearing about your success, so share it with me!

Warmly,
Tammy Kabell
Career Resume Consulting

P.S. For some great advice on everything having to do with job searching, make sure and check out both [our website](#) and [my YouTube channel](#).