



# Emotion + Relevance = Attention

## EMOTIONAL WORDS TO TRIGGER INTEREST VISUAL

### CURIOSITY/ MYSTERY

- Secret
- Hidden
- Uncover
- Intrigue
- Puzzling
- Enigma
- Mystical
- Unknown

### EXCITEMENT/ ANTICIPATION

- *New*
- *Discover*
- *Exclusive*
- *Adventure*
- *Premiere*
- *Reveal*
- *Unveil*
- *Thrilling*
- *Exhilarating*
- *Sensational*

### TRUST/ RELIABILITY

- Guaranteed
- Authentic
- Dependable
- Certified
- Proven
- Reliable
- Trustworthy
- No-Risk
- Secure
- Official

- Bizarre
- Extraordinary

### VISUAL

- Gigantic
- Glowing
- Shimmering
- Sparkle
- Crooked

### URGENCY/ SCARCITY

- *Now*
- *Limited*
- *Hurry*
- *Instant*
- *Today*
- *Exclusive*
- *Final*
- *Ending Soon*
- *Last Chance*
- *Deadline*

### VALUE/ SAVINGS

- Bargain
- Bonus
- Discount
- Economical
- Free
- Prize
- Save
- Value
- Affordable
- Profit

### COMFORT/ SAFETY

- Comfort
- Safe
- Care
- Protect
- Peace
- Relax
- Nurture
- Secure
- Serenity
- Support

### FEAR/ CONCERN

- Anxious
- Banned
- Despair
- Failure
- Horror
- Miserable
- Warning
- Serious
- Sabotage
- Damage
- Stolen
- Threat
- Risk
- Alarm
- Beware
- Danger
- Urgent
- Problem

### INSPIRATION/ ASPIRATION

- Dream
- Empower
- Freedom
- Hero
- Inspire
- Journey

### SADNESS/ GLOOMY

- Grief
- Heartbroken
- Resentment
- Tearful
- Troubled

**"FACTS TELL, STORIES SELL"**