

50 Trigger Words and Phrases

Health and Hope

They say if you don't have your health, you've got very little. And health as a metaphor also works for all sorts of other areas outside of the realm of mental and physical wellness, such as relationships and businesses.

- Boost
- Cure
- Energize
- Flush
- Vibrant

Likewise, if you don't have **hope**, life is bleak indeed. The desire to believe that things will be better in the future is a primary motivator for action, recently exemplified as a core theme of the Barack Obama campaign for U.S. President.

- Bright
- Destiny
- Empower
- Overcome
- Undo

Anger and Frustration

Let's face it, a lot of people are pissed off about a lot of things, and empathizing with that anger while simultaneously engaging it is very powerful. You don't provoke anger for anger's sake though; you do it to create an identification with your solution that ends the anger and moves people to a more positive emotional state.

- Arrogant
- Cruel
- Greed
- Hate
- Unscrupulous

Tapping into the frustration your audience feels can be incredibly actionable. After all, frustration stems from the inability to solve a problem. If you have a real solution, identifying with the frustration first intensifies the immediate desire for that solution.

- Had enough?
- Never again...
- Pointless
- Temporary fix
- Tired

Betrayal and Revenge

The word betrayal itself is a powerful emotional trigger word. As a theme, it powers Shakespeare's most powerful works, and runs repeatedly through current headlines regarding the economy, Wall Street, Big Pharma, and on and on.

- Burned
- Conspiracy
- Disinformation
- Fleece
- Swindle

Revenge is the desire that results from betrayal, and it's so powerful because revenge connotes action.

The action you want people to take, however, is more along the lines of "living well is the best revenge," not something ugly or destructive (unless you're selling something ugly or destructive, but that's your issue).

- Avenge
- Payback
- Reclaim
- Turn the tables
- Vindication

The Forbidden and the Powerless

The power of the forbidden is why banning books to prevent exposure to the ideas in them is a stupid strategy. It's why we're drawn to secrets and why Adam took the apple from Eve. In a nutshell, we want what we can't have (or what we're told we shouldn't have), and respond favorably to a solution or promise that we can now have it.

- Banned
- Controversial
- Exposed
- Insider
- Taboo

Powerlessness is frustration taken to the extreme, and we've all felt it. Beyond that which is forbidden, we feel a solution is literally unattainable. Beyond anger, we feel intense resentment. The ability to empathize with and empower those who feel this way makes you a hero.

- Agony
- Floundering
- Helpless
- Paralyzed
- Surrender

Passion and Urgency

When your audience is passionate about what you have to say or sell, there's no need to convince them of need, it's all about want. Beyond attaining the objects of our desire, we love to experience excitement along the way. So don't take passion for granted; enhance it!

- Blissful
- Delightful
- Jubilant
- Rave
- Thrilled

It's not enough to make someone want to do something, you've often got to get them to take immediate action if they're to take action at all. A sense of urgency is an emotional response that can range from fear of loss to unbridled enthusiasm, and one way or another you've got to create it at your close.

- Before you forget...
- Deadline
- Limited
- Seize
- While it's fresh on your mind...