

**\$27 Special Report**

# **Formidable**

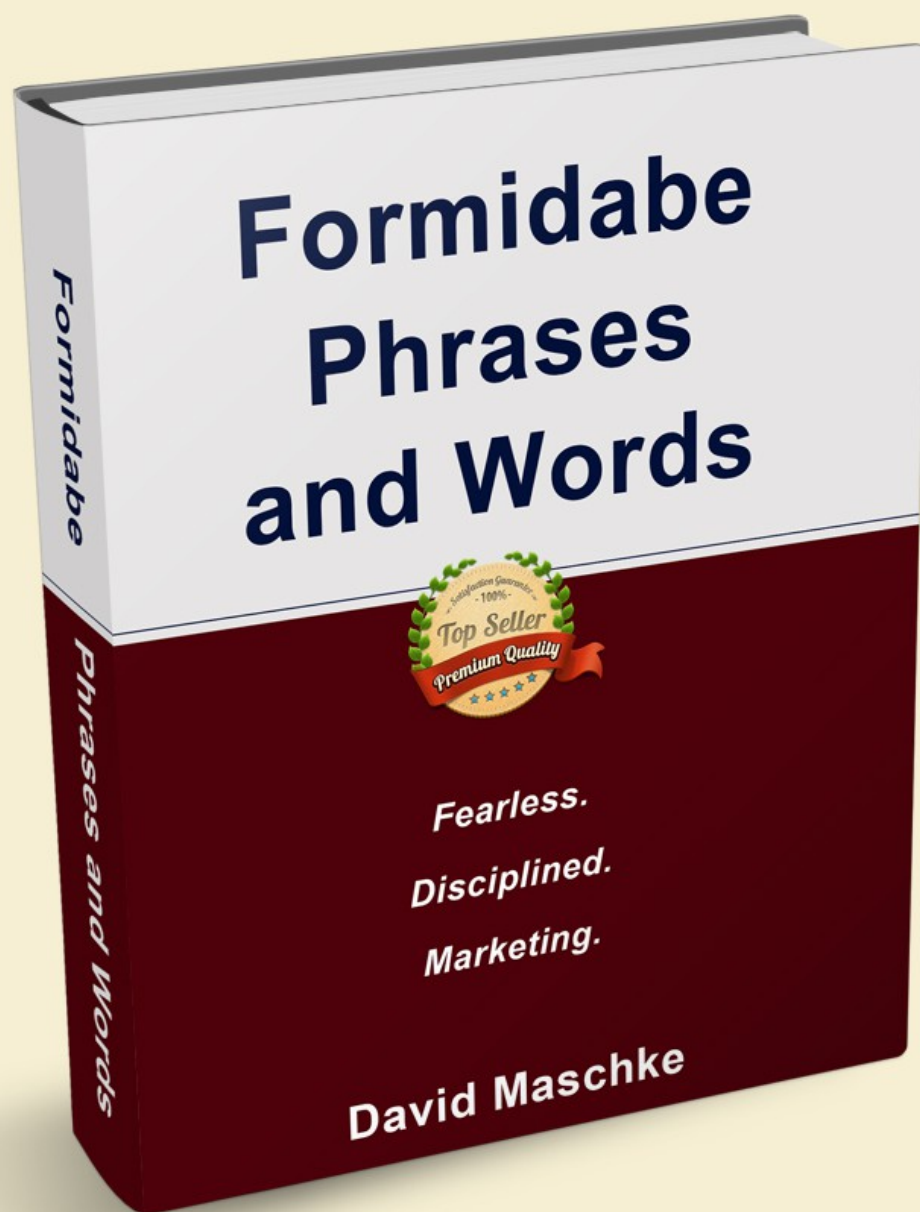
## **Phrases And Words**

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# **Bucket Brigade Phrases**

These phrases, known as bucket brigade phrases, are used by professional copywriters to add a little bit of anticipation at the beginning of a paragraph or sentence.

In addition, bucket brigade phrases also give copy a conversational tone to your writing.

It would be wise not to overuse them within the same piece of copy.

Check this out...

Here's the deal...

Listen...

Here's what this is all about...

In any case...

Pay attention here, this is  
extremely important...

Look...

Make no mistake about it...

Okay...

Let's face it...

Quite simply...

Remember...

And that's just the beginning...

Why?

The answer is simple...

So, what's the catch?

Here's what this means to  
you...

Let's face it...

Check this out...

Don't forget...

Consider this...

Trust me...

Anyway...



And you're going to love this...

There's more. Lots more...

Of course...

Here's the secret...

Best of all...

By the way, as a neat little  
bonus...

Nevertheless...

As it turns out...

You see...

Think about it...

Here's the really great part...

In fact...

Better yet...

Then it hit me...

Here's the story...

Imagine...

Trust me...

I have news for you...

Now don't get me wrong...

The bottom line is this...

Guess what...

Think of it this way...

All right...

The reason being...

There's one more thing I need  
to tell you...

What about you...

Believe it or not, it's now  
possible to...

But rather than...

For example...

What's more...

After all...

And here it is...

O.K. -- Now I have to brag a  
little...

But here's the real news you  
need to hear...

Well...

What's the bottom line? Simply  
this...

Not only that...

Pay very close attention here...

In other words...

First things first...

But anyway...

There's a lot more...

I'll let you in on a little secret...

And here's the kicker...

Actually...

And above all...

I'll be honest with you...

Here's the point...

And there's something else...

As you know, as I write this...

So you see..

But there's a catch... The catch  
is that while...

Frankly,

But --

Finally --

Remember --

And, I almost forgot...

Plus...

But keep in mind...

It is, without a doubt, the  
most...

For now, rest assured knowing  
that ...

This, as I'll show you...

Meanwhile...

To summarize...

Here's what I mean...

But here's even better news...

As I mentioned...

But, as awful as that sounds...

The truth is...

When you stop to think about  
it...

And that's why I'm writing you  
today...



You'll learn all of this...

Keep reading and you'll  
understand why...

And what's more...

Before you say I'm crazy,  
consider this...

## **Action Words**

These verbs carry with them a supercharged meaning, emphasis, and dramatic flair. Pacing and leading. Enthusiastic words that show your passionate.

Pace with the reader, then lead the reader with cool words, lead them into interesting life with you words.

This is by no means the finest or most complete list of it's kind, and you are encouraged build your own swipe file of power verbs.

Love

Crave

Covet

Possess

Enjoy

Skyrocket

Crush

Dominate

Explode

Kick

Stomp

Smash

Stash

Vomit

Discover

Changing

Smuggled

Affect

Break

Compiled

Guide

Increase

Complain

Compete



|            |           |
|------------|-----------|
| Resist     | Drift     |
| Reveal     | Excite    |
| Giving     | Dream     |
| Ignite     | Paralyze  |
| Shatter    | Surrender |
| Restore    | Fight     |
| Desire     | Hack      |
| Uncover    | Ran       |
| Devastate  | Feel      |
| Deviate    | Crept     |
| Experience | Tell      |
| Share      | Teach     |
| Mobilize   | Deliver   |
| Win        | Collapse  |
| Multiply   | Transform |
| Attach     | Realize   |
| Show       | Obey      |
| Throw      | Play      |
| Stop       |           |

|            |                |
|------------|----------------|
| Relax      | Blab           |
| Catch      | Divulge        |
| Punch      | Chat           |
| Seize      | Hide           |
| Control    | Expose         |
| Rushed     | Bleed          |
| Grind      | Repair         |
| Enlighten  | Clobber        |
| Illustrate | Invest         |
| Brainwash  | Flat-line      |
| Implant    | Uncover        |
| Advise     | Amass          |
| Instruct   | Gain           |
| Profess    | Shined a light |
| Accumulate | Soared         |
| Yell       | Reap           |
| Whisper    | Capitalize     |
| Surrender  | Growing        |
| Follow     |                |



|                    |             |
|--------------------|-------------|
| Overtake           | Cut off     |
| Slap-in-the-face   | Slow down   |
| Comprehend         | Investigate |
| Refine and Perfect | Detect      |
| Fear-mongering     | Eliminate   |
| Exaggerate         | Enhance     |
| Safeguard          | Boost       |
| Outperform         | Eradicate   |
| Relieve            | Seek out    |
| Overcome           | Vanishes    |
| Restore            | Banishing   |
| Erase              | Slammed     |
| Cleanse            | Overwhelmed |
| Unveil             |             |
| Retire             |             |

**More of My Favorite Phrases and Words**

Outstanding

Sure

Boom

Spectacular

Knowledgeable

Advantage

High-net-worth

Wide margin

Proven record

Highly respected

Optimal

Profound impact

Work like magic bullets

Increase your bottom line

Multiply your wealth



Wealth building

Profit windfall

Buy, sell and profit from

When you do, I will send you

If you are interested, I highly recommend

This technique enables you to

Eye-popping turn of events

I'll show you the shocking details

Pinned the hopes

The details of which are spelled out in

It's frightening to think

Behind closed doors

No-holds-barred

Howling with laughter

Made a mockery of

Now we'll move on to the astonishing "news"

I'll explain how you can get it legally.

Learn the shocking real facts about:

Punishing myths

You get the best money-saving deal and learn...

...actually makes it enjoyable to...

If you don't get all that you're hoping for...

Starting today, you can decide how... ...you want to be.

If there's... ...let me tell you about a very powerful secret...



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