

# the emotional words **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

*Emotional content isn't about making your reader cry (well, not all the time) it's about connection.*

*This quick-start word list will help you create emotionally charged content!*

**Content that evokes a lot of emotion tends to get linked to a lot more.**

**Naturally, people are a lot more likely to want to share or endorse something that really got them riled up and they feel strongly about. It gets more shares on Facebook and gets more retweets. In other words, it has a higher chance of getting passed around immediately but also has much stronger long-term potential.**

**It brings new people to your audience and it ultimately brings in more of the right type of customers!**

*Kevin & Sarah*

# Emotional Words to Blend Into Your Content

acceptance

adoration

afraid

aggressive

agony

alarm

amazement

anger

anguish

anticipation

apprehension

assured

attachment

awe

admiration

affection

aggravation

agitation

agreeable

alienation

amusement

angry

annoyance

anxiety

assertive

astonishment

attraction

# Emotional Words to Blend Into Your Content

beleaguered

bitterness

blue

calculating

capricious

cautious

cheerful

compassion

compliant

conceited

contempt

contentment

crazed

cross

bewitched

bliss

boredom

calm

caring

charmed

closeness

complacent

composed

concerned

content

crabby

crazy

cruel

# Emotional Words to Blend Into Your Content

defeated

delighted

depressed

disappointment

discontent

disgust

dislike

displeasure

distraction

disturbed

defiance

dependence

desire

disapproval

disenchanted

disillusioned

dismay

dissatisfied

distress

dread



# Emotional Words to Blend Into Your Content

eager

easy-going

ecstatic

embarrassment

emotional

enchanted

enraged

enthralled

envious

equanimity

exasperation

exhausted

exuberant

earnest

ecstasy

elation

emotion

enamored

enjoyment

enraptured

enthusiasm

envy

euphoria

excited

extroverted

# Emotional Words to Blend Into Your Content

fascinated

fear

ferocity

flustered

fright

frustration

fury

generous

gloating

glum

grief

grouchy

guilt

fatalistic

fearful

flummoxed

fondness

frightened

furious

glad

gloomy

greedy

grim

grumpy

# Emotional Words to Blend Into Your Content

happiness

harried

hopeless

hostility

hurt

infatuated

insulted

introverted

isolation

happy

homesick

horror

humiliation

hysteria

insecurity

interested

irritation



# Emotional Words to Blend Into Your Content

jaded

jittery

jolly

joy

keen

kindhearted

infatuated

insulted

introverted

isolation

jealous

jolliness

joviality

jubilant

kind

kindly

insecurity

interested

irritation

# Emotional Words to Blend Into Your Content

jaded

jittery

jolly

joy

keen

kindhearted

laid back

like

loathing

lonely

love

lust

jealous

jolliness

joviality

jubilation

kind

kindly

lazy

liking

loneliness

longing

lulled

# Emotional Words to Blend Into Your Content

mad

misery

mortification

naughty

neglected

nirvana

open

ornery

outrage

merry

modesty

neediness

nervous

optimism

outgoing

# Emotional Words to Blend Into Your Content

panic

passive

pensive

pity

pleased

proud

quarrelsome

querulous

quiet

passion

peaceful

pessimism

placid

pride

pushy

queasy

quick-witted

quirky

# Emotional Words to Blend Into Your Content

rage

rejection

relieved

repentance

resigned

roused

rapture

relief

remorse

resentment

revulsion

# Emotional Words to Blend Into Your Content

sad

sarcastic

satisfaction

scorn

self-congratulatory

sentimentality

shame

smug

sorry

spite

stoical

subdued

suffering

sympathy

sadness

sardonic

scared

self-assured

self-satisfied

serenity

shock

sorrow

spellbound

stingy

stressed

submission

surprise



# Emotional Words to Blend Into Your Content

tenderness

terror

thrill

torment

triumphant

uncomfortable

unhappy

vain

venal

vexed

vivacious

tense

threatening

timidity

tranquil

trust

unhappiness

upset

vanity

vengeful

vigilance

# Emotional Words to Blend Into Your Content

wary

weariness

woe

worried

zeal

watchfulness

weary

wonder

wrathful

zest

# three quick tips

## TIP NUMBER 1

Add your emotionally charged words to your headlines. This will attract readers in! You can also add them to your opening paragraph and sprinkle them through your content!

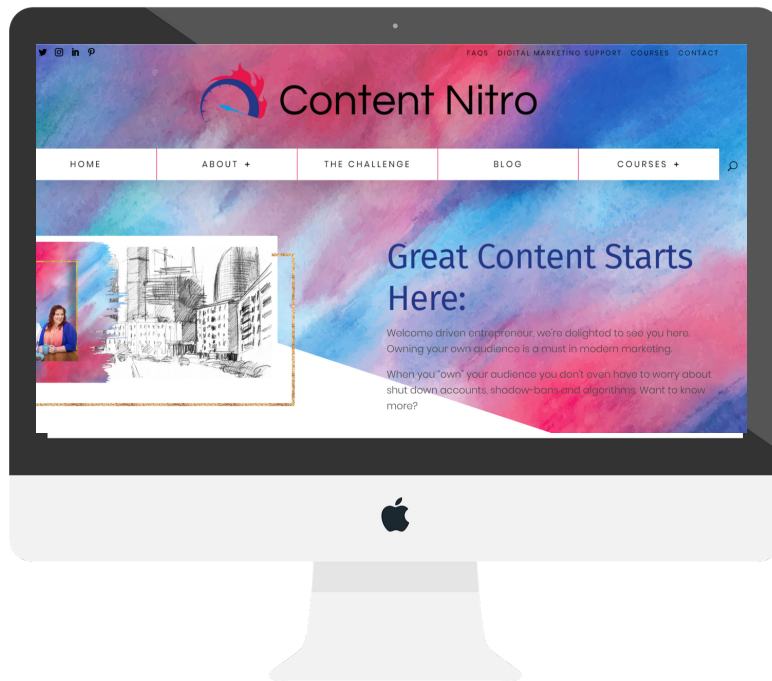
Save an emotionally charged word for your call to action as well

## TIP NUMBER 2

You don't have to use them all at once. You can use them sparingly until you get used to them.

## TIP NUMBER 3

Emotional words can provoke a negative reaction from time to time. These people are not your ideal customers. Don't dwell or fixate on their unhappiness. Your content will be working with people who love it too.



**Ready to step up your game?**

**Check out Content Accelerator  
Course**

**LET'S TAKE A LOOK**