

<u>Damp- Squib Word</u>	<u>Vibrant Words</u>
Drop	Plummet, Crash, Crater, Nose-Dive, Tumble, Plunge, Axe
Stop	Cease, Terminate, Halt, Quit, Stall
Learn	Discover, Uncover, Reveal, Grasp
Show	Reveal, Expose, Divulge, Exhibit
Increase	Ramp up, Pump up, Rack up, Pile up, Explode, Sky-Rocket, Amplify, Upsurge
Surprise	Shock, Stun, Stupefy, Bombshell, Revelation, Flabbergast
Impress	Amaze, Astonish, Astound, Excite
Get	Soak up, Gain, Glean,
Disagree	Howl, Scorn, Scowl, Argue, Oppose, Take issue
Disappear	Vanish, Evaporate, Expire, Perish
Erase	Zap, Blot out, Obliterate, Expunge
Remove	Rip, Wipe out, Amputate, Eject, Purge
Lower / Reduce	Slice, Slash, Cut, Pulverise, Curtail, Devalue, Prune, Decimate
Improve	Skyrocket, Boost
Slow down	Crawl, Sloth-like, Snail's pace
Go fast	Blistering pace, Speed, Like lightening
Cause	Trigger, Catalyst, Genesis, Compel, Generate, Incite, Induce, Precipitate, Provoke
Eliminate	Knock out, Flatten, Decimate, Liquidate
Reduce	Burn, Melt, Shred, Blowtorch, Shave
Impress	Wow, Awe, Excite, Inspire, Stir

Discover recession-busting marketing, copywriting and business boosting tactics in Carol's latest book: **Beat The Recession: Proven Marketing Tactics** at www.bentleybtr.com

Skyrocket your sales letter writing skills with the easy-to-read and implement techniques revealed in **'I Want to Buy Your Product... Have You Sent Me a Letter Yet?'** at www.carolbentley.com/offer

Inspire your business colleagues and associates – send this list to them with my compliments.