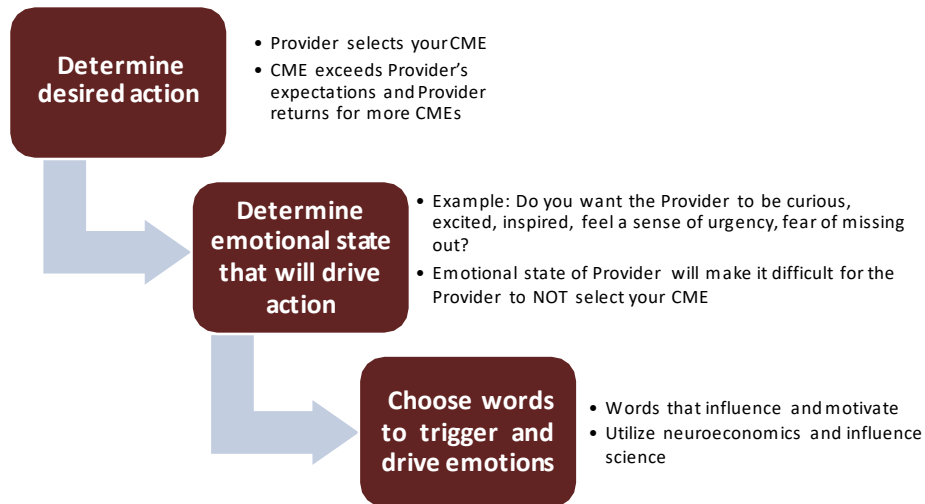


List of words and phrases to generate emotions

Reverse Engineering the Design of the CME



Lessard, May 2019

Curiosity Words and Phrases

- Banned
- Behind the Scenes
- Blacklisted
- Censored
- Concealed
- Confessions
- Confidential
- Controversial
- Cover-up
- Covert
- Forbidden
- Have you heard
- Hidden
- Insider
- Insider's Scoop
- Intel
- No one talks about
- Off-the record
- Secret
- Secret agenda
- Secret plot
- Unbelievable
- Underground
- Underground

- What no one tells you

Inspired Words and Phrases

- Adaptable
- Adequate
- Approving
- Assured
- Authentic
- Balanced
- Bold
- Brave
- Carefree
- Clear
- Confident
- Conscientious
- Cooperative
- Daring
- Dynamic
- Eager
- Earnest
- Empowered
- Enthusiastic
- Exuberant
- Fine
- Focused
- Forgiving
- Fulfilled
- Genuine
- Grateful
- Honored
- Hopeful
- In the zone
- Inspired
- Keen
- Motivated
- Okay
- Privileged
- Productive
- Reliable
- Responsive
- Self-sufficient
- Sincere
- Sure

- Tenacious
- Unburdened
- Unique
- Upbeat
- Uplifted

Sense of Urgency Words and Phrases

- Bargain
- Deadline
- Discount
- Explode
- Extra
- Fortune
- Freebie
- Immediately
- Imminently
- Instant Savings
- Instantly
- Jackpot
- Left behind
- Limited
- Magical
- Magnificent
- Miracle
- Missing Out
- Most Important
- Profitable
- Proven
- Quick
- Reduced
- Remarkable
- Results
- Revolutionary
- Safe
- Save
- Seize
- Sensational
- Should
- Skyrocket
- Startling
- Strongly agree/ recommend
- Strongly suggest
- Superb

- Superior
- Tremendous
- Truly
- Trustworthy
- Urge
- Worthwhile

Fear of missing out

- Alarmed
- Anxious
- Argumentative
- Authoritative
- Awkward
- Blushing
- Compulsive
- Condescending
- Cowardly
- Deceived
- Disdainful
- Disempowered
- Dishonest
- Disillusioned
- Disoriented
- Distracted
- Distraught
- Distressed
- Distrustful
- Doomed
- Doubtful
- Embarrassed
- Fatigued
- Frenzied
- Helplessness
- Hesitant
- Incapable
- Incapacitated
- Incompetent
- Indecisive
- Inferior
- Insecure
- Jittery
- Judgmental
- Manipulative

- Misgiving
- Off-kilter
- Overwhelmed
- Panicked
- Paralyzed
- Pathetic
- Perplexed
- Squirming
- Stressed
- Suspicious
- Tense
- Terrified
- Threatened
- Trapped
- Twitching
- Uncaring
- Uncertain
- Uncomfortable
- Uninterested
- Unresponsive
- Unsure
- Vulnerable
- Woozy