

**Subject: missionary was never for me anyway 😞**

I mean. It's OK. Gets the job done.

As vanilla as the ol' missionary position is, there is something comforting and relaxing about it. Just rollover, a little in and out action, and wham.

Jobs a guddun.

But, it's not really, firework-y is it (NAME)? It's the safe, easy, and (hate to say it) lazy choice.

**No real creativity. Doesn't quite get pulses racing.**



That's why it's never been my favourite position.

Not that I'm kinky.

Although my bedside table drawer would probably tell you otherwise.

In the bedroom (or on the kitchen table...against a wall...in the shower...) spice is what works for me. Toys, a bit of role-playing, some cheeky bondage action, but none of that cringe 50 Shades bollocks.

**It's going against the grain, being a bit daring, adventurous. Experimenting. Because you never get anywhere exciting in life by sticking to the safe, easy choice.**

**By keeping things missionary.**

And it's the same for everything in life (NAME). Including your copy. Keeping things safe and bland will only get you so far. You need to liven things up. Throw in some spice, hell, chuck in a whole bottle of Tabasco if you need to!

And this spice, this burn your mouth and leave you gasping for the sweet, sweet relief of water ingredient that goes into your copy is something you've probably been leaving out.

Because maybe it felt too unnatural to you.

But it's the thing that makes copy go from missionary to reverse cowgirl!

### **Power words.**

Do me a favour and glance through a page on your website, blog, or email right now. And see if you can swap some *meh* words for *Ooh YES* words.

Need some examples? I've got you!

### **Words that evoke emotion and action.**

 Hell No	 Holy Moses YES
<i>Easy</i>	<i>Effortless</i>
<i>Boring</i>	<i>Mind-numbing</i>
<i>New</i>	<i>Ground-breaking</i>
<i>Cheap</i>	<i>Wallet-friendly</i>
<i>Determined</i>	<i>Relentless</i>
<i>VIP</i>	<i>Exclusive</i>
<i>Terrified</i>	<i>Scared shitless</i>
<i>Important</i>	<i>Earth-shattering</i>
<i>Influence</i>	<i>Captivate</i>
<i>Want</i>	<i>Crave</i>

You probably don't realise how often you use these vanilla words. But try switching them up with some *make-em-sweat* power words, and watch as your copy transforms and converts!

And maybe invest in a pair of handcuffs for the bedroom.

Right. I need to hop in a cold shower.

Till next time (NAME),

Claire 

**P.S. Fancy testing out your new power word skills? Sure you do! Hit reply and give me your best power word alternative for the word "bargain." Bonus points if you can think of two!**