

A Marketing Rebel  
Special Report On...

# POWER WORDS

By John Carlton

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I've had a couple of revelations in my career that have instantly improved my ability to write killer copy. The first was to learn the insider secrets of **world-class salesmanship**, and translate those shrewd tactics to the printed page.

Next, I learned to **write in a conversational manner** -- not like some starched-up blowhard who used perfect grammar and fancy twenty-five cent words all the time. Then (after reading the great "Elements of Style" by Strunk and White), I learned to abandon almost all adjectives in my writing... and to use "**action verbs**" that single-handedly told a story all by themselves.

This last discovery -- using action verbs to pump up my copy -- morphed into the art of using what I call "**power words**". Sometimes these are verbs that convey action, sometimes they are nouns with shock value, sometimes a wicked phrase (or a twist on a cliché) that catches hold of the reader's mind and won't let go.

**Here is how I explain it:** A power word is any word that *carries its own emotional wallop*. No one reads a good power word without having their heart beat a little faster, their mind explode with old memories, or at least some tiny part of their system taking notice. Take the word "humiliate". No one reads that word without having a visceral reaction to it. Everyone has suffered humiliation at some point. So, when I say in a headline that an old golfer, "70 pounds overweight and crippled with arthritis" routinely goes out and *humiliates* younger, cockier PGA professionals... it creates some real drama, with a fascinating story already loaded into it.

Most of the following words are action verbs. Some pack a huge emotional wallop, while others just tickle your memory or senses. But *none* of them are boring — and the **Number One Rule of good copy** is to never bore your reader. Take the word “walk”, as in “he walked down the street”. Nothing much going on with that word. Change walk to “waltz”... or “crawled”... or “minced”... or “scrambled”... and you create a definite image in the reader’s mind.

Even using a *few* well-chosen power words in your copy, here and there, will instantly increase your reader’s interest. It’s the cornerstone of great, compact, intense writing that *compels*.

These words were pulled out of ads I wrote last year, with help from my friend, Scott Haines (a damn good copywriter in his own right). There is no order, no logic behind the listing. When you sense your copy is in a rut, read this for inspiration. And see if it doesn’t shake things up.

|                          |                      |                    |
|--------------------------|----------------------|--------------------|
| White hot                | Tap into             | Stunningly vicious |
| Urgent                   | Explosive            | Firestorm          |
| Insider information      | Blast out of         | Controlled         |
| Maim                     | Deep end of the pool | Silenced           |
| Dominate                 | Crucial              | Exploit            |
| Unbelievably devastating | Intensive care       | Heat up            |
| Stun                     | Actively engaged     | Explosive power    |
| Rip                      | Mojo                 |                    |
| Brand spanking new       | Blitz                | Take down          |
| Vicious                  | Secretive            | Vulnerable         |
| Wickedly effective       | Forced               | Wounded duck       |
|                          | Crammed              | Blind-spot         |
|                          | Powerful             | Ignored            |

|                               |                        |                     |
|-------------------------------|------------------------|---------------------|
| Kicked-in                     | Up close and personal  | Shocked and amused  |
| Wobbly<br>Insight             | Elite                  | Total submission    |
| Superiority                   | Marked for death       | Excruciating        |
| Glaring                       | Raw but ready          | Neutralize          |
| Tremendous                    | Blazingly obvious      | Monster-sized       |
| Forgotten tactics             | Respect                | Crush               |
| Grab and run                  | Fear                   | Dazed               |
| Dragged kicking and screaming | Threat                 | Nightmarish         |
| Untapped resource             | Street-tough           | Inflict             |
| Quivering                     | Afraid                 | Massive             |
| Mega-valuable                 | Survive                | Bull charge         |
| Blood and guts                | Taste                  | Lean and mean       |
| Dark alley                    | Instantly traumatizing | Surreal             |
| Jacked-up                     | Shock                  | Ingenious           |
| Nasty                         | Blinding               | Confused            |
| Bone-crunching                | Immobilizing           | Pain-rich           |
| Nerve-shattering              | Unexpected             | Combat              |
|                               | Helpless               | Front-line trenches |
|                               |                        | Possession          |

|                         |           |                                    |
|-------------------------|-----------|------------------------------------|
| Attack                  | Lure      | Massive                            |
| Amazing                 | Rocked    | Slash                              |
| Master's level<br>savvy | Infested  | Easy-to-<br>implement              |
| Submission              | Bandit    | Confidential                       |
| Deadly<br>Rage          | Abandon   | Maximize                           |
| Cutting edge            | Slaughter | Liability                          |
| Quasi-legal             | Tickle    | Legal<br>loopholes                 |
| Awesome                 | Inflame   | Confusing                          |
| Reversed                | Coax      | Almost<br>overnight                |
| Incredible              | Tease     | Urgent                             |
| Limited                 | Blast     | Eat up your<br>promised tax<br>cut |
| Dominate                | Ridicule  | Audit-proof                        |
| Cured                   | Slay      | Crap out                           |
| Astonish                | Boost     | Obsolete                           |
| Freak out               | Implode   | Strategies                         |
| Killer                  | Dangerous | Elite                              |
| Cold-cock               | Wealth    | Brilliant                          |
| Liar                    | Ecstasy   |                                    |
| Bribe                   | Heaven    |                                    |
|                         | Bribe     |                                    |
|                         | Jumpstart |                                    |

|                                 |                      |                     |
|---------------------------------|----------------------|---------------------|
| Bulldog tax attorneys           | Avoid                | Glitch              |
| Discover                        | Demand               | Certify             |
| Most respected names in tax law | Secret               | Deny                |
| Mumbo-jumbo                     | Scour                | Protection racket   |
| Victim                          | Procedural traps     | Required knowledge  |
| Line your pocket                | Tactics              | Accumulate wealth   |
| Privy to insider information    | Arouse suspicion     | Trap                |
| Brutal                          | Excuses              | Triggers            |
| Private                         | Lop                  | Virus               |
| Plain English                   | Shelter              | Cash                |
| "Crack the code"                | Bonanza              | Breakthrough        |
| Secret source                   | Genius               | Permanently damaged |
| Legal magic act                 | Get around the rules | Supercharge         |
| Voodoo                          | Wrong track          | Unexpected          |
| Bloody                          | Thumbs up            | Interest-free loan  |
| Dirty tricks                    | Bulletproof          | Hidden tax          |
|                                 | Grab                 | Tools               |
|                                 | Gargantuan           | Hands off           |
|                                 | Courtesy             |                     |

|                                   |                         |   |
|-----------------------------------|-------------------------|---|
| Routine                           | Every penny             | Steady flow of<br>inside<br>information |
| Fund lavishly                     | Tax-proof               |   |
| Penalty                           | Vast                    | No risk                                 |
| Shrink                            | Smoothly                | Strictly                                |
| Robbed                            | Touch                   | Make waves                              |
| Stuff                             | Generates               | Gamble                                  |
| Free money                        | Underestimate           | Jackpot                                 |
| Overlooked                        | Serious<br>problems     | Performs extra<br>duties                |
| Sock away                         |                         |   |
| Lucrative                         | Hidden assets           | Secret weapon                           |
|                                   | Feast                   | Stop it cold                            |
| Deduct it<br>anyway               | Most people<br>miss out | Bump you into<br>a higher<br>bracket    |
| Cleverly<br>disguised             | Devours                 | Penalties                               |
| Donate                            | Earmarked               |   |
| Risky                             | Must-read               | Right off the<br>top                    |
| Shortcut                          | Twist                   | Double the<br>usual amount              |
| Instantly<br>Pocket more<br>money | Valuable                | Write-offs                              |
|                                   | Kick in                 |   |
| Out of luck                       | Mutate                  | Pleasure<br>holiday                     |
|                                   | Nightmare               |   |
| Thanks but no<br>thanks           |                         | Hidden fortune                          |

|                            |                                  |                       |
|----------------------------|----------------------------------|-----------------------|
| Sideline business          | Simple fix                       | Honest loophole       |
| Shrinks                    | Ignore                           | Assume                |
| Rake in                    | Luxury                           | Unreasonable          |
| Rare                       | Dispose                          | Collect immediately   |
| No way to lose             | Too good to be true              | Year after year       |
| Magic                      | Instantly valuable               | Directly affect you   |
| Little-known               | What you'd otherwise miss out on | Back into your pocket |
| Skip                       | Transfer                         | Confession            |
| Defies common sense        | Unexpected                       | Disgruntled           |
| Advice                     | Secret deadline                  | Iron-clad             |
| Make it legally disappear  | Negotiate                        | Generous              |
| Negligent                  | Sweetheart deal                  | Stronger              |
| Reckless                   | Psychological tactics            | Nothing comes close   |
| Disregard                  | Devastating                      | Bottom-line           |
| Jumps up to the next level | Walk away from it                | Your fair share       |
| No hassle                  | Refuse to take any gruff         | Savvy                 |
| Nasty tax trap             |                                  | Astonishing           |



|                            |                                       |                     |
|----------------------------|---------------------------------------|---------------------|
| Deluxe                     | Private Swiss account                 | Jaw-dropping power  |
| Even if you later decide   | Uncle Sam                             | The expert category |
| Extra expense              | Ignores                               | Massage             |
| Certificate                | Tax-friendly                          | Muscle memory       |
| Scrutiny                   | Zero taxes                            | Confidence          |
| Forced to settle           | Forfeit                               | Skill               |
| Shelter income             | Cash-rich                             | Honest-to-God       |
| Offshore                   | Shrink                                | Advanced            |
| Opportunity                | Explode                               | Discover            |
| A fraction of what you owe | Research                              | Keel haul           |
| Dodge                      | Escape                                | Change your life    |
| Neglect                    | Boost                                 | Amazing             |
| Pack up and leave          | Within the hour                       | Targets             |
| Wire tap                   | Absolute                              | Specific            |
| Secret hit list            | Primal                                | Figure out          |
| Dirty tricks               | Pinpoint accuracy                     | Deepest wish        |
| Paper losses               | Faster than you ever dreamed possible | Frustration         |
| Beat the rap               |                                       | Pure baloney        |
|                            |                                       | Impatient           |

|                             |                           |                     |
|-----------------------------|---------------------------|---------------------|
| Nonsense                    | Smack                     | Down and dirty      |
| Clear away the fog          | Impressive                | Something scary     |
| Bet                         | Seriously reconsider      | Artistic grace      |
| Materialize                 | Fool                      | Scenario            |
| Learn the hard way          | Examine                   | Homemade            |
| Coming up through the ranks | Spraying shots            | Kitchen table       |
| Best part                   | Knocked out               | Obliged             |
| Scientifically              | Keen                      | Blew my mind        |
| Tailored                    | Like a Rainbird sprinkler | Oblivious           |
| Effective                   | Pathetic                  | Special opportunity |
| Test drive                  | Shadow                    | Blab                |
| Golfing heaven              | Horrible mistake          | In the dark         |
| Details                     | Amateur                   | Flirt with          |
| Allow                       | Lucky                     | Blunder             |
| Leap                        | Frankly                   | Reveal              |
| Territory                   | Ooze                      | Outsider            |
| Believe                     | Miss the cut              | Tremendous          |
| Ego                         | Pro tips                  | Broken down         |
|                             |                           | Nuance              |

|                       |                                     |                                   |
|-----------------------|-------------------------------------|-----------------------------------|
| Accurate              | Impossible                          | Share                             |
| Lazy                  | Muddle along                        | Dead broke                        |
| Suddenly              | Stumble                             | Choose                            |
| Scared to death       | General public                      | Boomtown                          |
| Transform             | Civilians                           | Heart's content                   |
| Not pay a nickel      | Forever                             | Hint                              |
| Hollywood production  | Serious                             | Bad feelings                      |
| Stunning              | Understand                          | Listen up                         |
| Willing               | Poured our hearts into it           | Consistent                        |
| Empty your wallet     | At your own pace                    | Stress-free                       |
| Cartoon               | Dying to know                       | Bend over backwards               |
| Create                | Handle it                           | Authorized                        |
| Throw-away techniques | Insider contacts who know the ropes | Completely lacking in credibility |
| Heck                  | Know where the bodies are buried    | The real thing                    |
| Scratch the surface   | Butt ugly                           | Zero risk                         |
| Local                 | Ripped off                          | Word of mouth                     |
| Shell out             | Eager                               | Bird dog                          |
|                       |                                     | Demand                            |

|                             |                     |                                |
|-----------------------------|---------------------|--------------------------------|
| Generous                    | Shrewd              | Freak out                      |
| Put it on the table         | Discontent          | Hardcore                       |
| You snooze, you lose        | Thousand yard stare | Revealed                       |
| Add a tiny edge             | Cheating            | Respect and awe                |
| Befuddlement                | Trash talk          | Battle-hardened                |
| Seeds of doubt              | Odd                 |                                |
| Grow like a weed            | Intimidation        | First peek                     |
| Cool                        | Best on the planet  | Sneak peek                     |
| Tactics                     | Sneeze              | Shockwaves                     |
| Lack of focus               | Closed door meeting | So-called                      |
| Money and pride on the line | Crush               | Financial bodybag              |
| Ensure                      | Stockpiled          | Obliterate                     |
| Shaking in fear             | Wow                 | Gets in your face              |
| Devour them alive           | Absolutely free     | False confidence               |
| Stunning peek               | Hot to trot         | Fistfight                      |
| Perfectly legal             | Try it out          | Life-and-death                 |
|                             | Lethal              | Roamed deep behind enemy lines |
|                             | World stage         |                                |
|                             | Connection          | Eliminate                      |

|                |                                   |                                       |
|----------------|-----------------------------------|---------------------------------------|
| Unrelenting    | Sold out                          | Crippled                              |
| Victory        | Reputation                        | Routinely                             |
| Hard ass       | Crazed bulldog                    | Talent                                |
| Hidden secrets | Unhappy                           | Takes all the money                   |
| Confront       | Sought-after                      | Horrible                              |
| Say hungry     | Opt in or out                     | Striking                              |
| From scratch   | Constant dread                    | Tallied                               |
| Blood thirsty  | Career suicide                    | Bad day                               |
| Begged         | Duped                             | Bad hair day                          |
| Distinguished  | Locked up                         | Feel like a tiger                     |
| Commando       | Gain access through the back door | Pocket an easy ten bucks              |
| Drill          | Revelation                        | Don't believe me                      |
| Completely new | Chilling detail                   | Total fluke                           |
| Obsolete       | Inner circle                      | Total flake                           |
| Astonishing    | Love                              | Just over the border                  |
| Disarm         | Slave-ship seating                | Insane                                |
| Require        | Thorny                            | In the mud and the blood and the beer |
| Magically      | Share the wealth                  |                                       |
| Catch          |                                   |                                       |
| Batch          |                                   |                                       |

|                           |                      |                                |
|---------------------------|----------------------|--------------------------------|
| Everybody and his brother | Right down the pipe  | Deliver the goods              |
| Shoot                     | Embarrass            | Super-hot                      |
| Lying bastards            | Humiliate            | Smokin'                        |
| Lazy weasels              | Awesome              | Painless                       |
| October surprise          | Head-shaking results | Original                       |
| Stumble on                | Check it out         | Eagerly                        |
| Cold cash                 | My own wallet        | Come clean                     |
| World-wide                | Trouble              | Cement his status              |
| Earn without work         | Totally convinced    | Test drive                     |
| Threatened                | One-two punch        | Master it in a short afternoon |
| Six-pack abs              | No sweat             | Cold, hard facts               |
| Enrages                   | Exciting             | A new fact of life             |
| Gouging                   | Fat ten spot         | Hurt                           |
| Insist                    | Kidnap               | Fact-check                     |
| Endlessly                 | Forced               | Bail out                       |
| Dares                     | Special              | Shoo in                        |
| Fun                       | All over the globe   | Knock                          |
| Raw rookies               | Flown in             |                                |

|                       |                             |                                 |
|-----------------------|-----------------------------|---------------------------------|
| Broken                | Too hip                     | Bored                           |
| Handicap              | Ammunition                  | Fake it                         |
| Not normal            | Solution                    | Rub it in                       |
| Not right             | Major flaw                  | Shave off                       |
| Improve               | Sensitive                   | Glamorous                       |
| Scoff                 | The end result              | Scuff                           |
| Warm-up               | Drive 'em<br>insane         | Mysterious                      |
| Boogie down           | Speed read                  | Biochemistry                    |
| Dramatically          | Gauge                       | Vast majority                   |
| Counter-<br>intuitive | Stroke                      | Major trouble                   |
| Trust                 | Sink                        | Pure gut-<br>wrenching<br>agony |
| Liar                  | Edge                        | Miserable                       |
| Pit                   | Hint                        | Tricks                          |
| Profuse               | Price you pay               | Scoop                           |
| Broken                | Wrong!                      | Nail it                         |
| Fabulous              | Face up to it               | Demolish                        |
| Get a grip            | Get the yips                | Complete<br>mastery             |
| Proper                | Pay the price               | Off the wall                    |
| Killer                | Humiliate your<br>neighbors | Dares                           |
| Square                |                             |                                 |

|                       |                      |                                      |
|-----------------------|----------------------|--------------------------------------|
| Flip                  | Beast                | Years away                           |
| Natural               | Humbled              | Gorgeous                             |
| Judge                 | Prove it             | Jaw-dropping                         |
| Skulled shots         | Airborne             | Nasty ailment                        |
| Pinch                 | Hidden power         | Rank beginner                        |
| Punch                 | Launch               | Lying bastards                       |
| Pounce                | Howitzer shot        | Struggling                           |
| Purr                  | Breathtaking         | Smile so hard<br>your cheeks<br>hurt |
| Parade                | Desire               | Cannot lose                          |
| Perfidy               | Maximum              | Sabotage                             |
| Love                  | Refuse to<br>believe | Desire                               |
| Private<br>Reserve    | Pulling your<br>leg  | Empty                                |
| Package               | Witch                | Outrageous                           |
| Personally            | Power                | Hunt it down                         |
| Time limit            | Arrogant             | Intense                              |
| Dead solid<br>perfect | Experts              | Rumor                                |
| Can't be this<br>easy | Convince             | God-forsaken                         |
| Break some<br>hearts  | Blithering           | Claim                                |
|                       | Fortune              | Sheer nonsense                       |



|                  |                          |                           |
|------------------|--------------------------|---------------------------|
| Nano-second      | Despite                  | Shut up                   |
| Prize money      | Recent                   | Cocky                     |
| Gratifying       | Hot to know              | Shuffle your feet         |
| Short work       | Fraction                 | Move up fast              |
| Collect          | It's all wrong           | Mindset                   |
| Cold water flat  | Passion                  | Relax                     |
| Relish           | Ultimate                 | Personal and confidential |
| Beer can         | Blow it                  | Spoiled                   |
| Install          | Spoil the fun            | For your eyes only        |
| Whack            | Looney-toons             | Guts                      |
| Laser-like focus | Twisted                  | Improvised                |
| Skeptical        | Catch his act            | Shattered                 |
| Open mind        | Cool as ice              | Endured                   |
| Trial run        | Walk away                | Put your ass on the line  |
| Monster          | Nervy                    | Submission                |
| Big boss man     | Calm as a sleeping puppy | Compact                   |
| Rhythm           | Emergency                | Severe                    |
| Massive          | Hysterical               | In a blink                |
| The Big Boys     | Dangerous                | Fringe                    |
| Pissed off       |                          |                           |

|                           |                       |                    |
|---------------------------|-----------------------|--------------------|
| Break out in a cold sweat | Settled down          | Mumble             |
| Pirated                   | Determined            | Screw              |
| Involved                  | Knock                 | Legends            |
| Exploited                 | Money zone            | Hinge              |
| Life-threatening          | Recognize             | Bank shot          |
| Dark corner               | Bit me on the ass     | Money shot         |
| Without fanfare or drama  | Confront              | Evidence           |
| Grind it out              | Stung                 | Exclusive          |
| Drain                     | Blow away             | Avoid              |
| Flash                     | Pull my leg           | Wedge issue        |
| In the money              | Of course you do      | Big mistake        |
| Rely on it                | Subtract              | Tote               |
| Burst                     | Crucial               | Ramble             |
| Injury                    | Grasp the importance  | Disaster           |
| Laughed at me             | Finally figure it out | Sopping mess       |
| Hotshot                   | Arrogant              | Drench             |
| Lazy                      | Zen master            | Create             |
| Explain Patiently         | Esoteric              | Ruined Financially |
|                           |                       | Truth              |
|                           |                       | Damn lies          |

|                        |                     |                                 |
|------------------------|---------------------|---------------------------------|
| Topple                 | Seduce              | Rat poison                      |
| Shake                  | Reduce              | Sly look                        |
| Rattle                 | Induce              | Coy                             |
| Roll it on out         | Blanch              | Unbridled                       |
| Survive                | Pitch black         | Test run                        |
| Dank recesses          | Advantage           | Fanatic                         |
| Ruminate               | Unfair<br>advantage | Crazed                          |
| Pull your<br>punch     | Butt-end of it      | Intent                          |
| Ignoble                | Siren song          | Subterfuge                      |
| Silenced<br>forever    | Butt ugly           | Blew it big<br>time             |
| Heroes and<br>villans  | Specious            | Forgotten hero                  |
| Shuck and jive         | Deliver             | Sad                             |
| Recoil                 | Render              | Oceans of it                    |
| Reel from the<br>shock | Asunder             | Lumber                          |
| Ready, fire,<br>aim    | Burst               | Slumber                         |
| Sodden                 | Rubber neckers      | Dream on,<br>cowboy             |
| Sulk                   | Tornado             | And the horse<br>you rode in on |
| Silky                  | White knight        | Loveless                        |
|                        | Skit                |                                 |
|                        | Rustle              |                                 |

|                    |                  |                    |
|--------------------|------------------|--------------------|
| Mysterious rider   | Beatnik          | Soothe             |
| Snail mail         | Bums and winos   | Replenish          |
| Web of intrigue    | Lurid            | Mock               |
| Intrinsic          | Cheesy           | Rake it in         |
| Odd behavior       | Ripe             | Monsoon season     |
| Missing link       | Weathered        | Bled dry           |
| Fatality           | Grainy           | Notch              |
| Druids             | Down and out     | Jerk               |
| Cruel fate         | Lopsided win     | Enable             |
| Genie in a bottle  | God's wrath      | Disable            |
| Pandora's box      | Unfazed          | Descend            |
| Lukewarm           | Filthy lucre     | Render unto me     |
| Sudsy              | Crunch time      | Top notch          |
| Foam               | Over-the-top     | Bleak              |
| Flotsam and jetsam | Precious         | Dreary             |
| Bragging rights    | Languid          | Insufferable snobs |
| Brain cells        | Liquid           | Snooty             |
| Paisley            | Limpid           | Caress             |
|                    | Loose as a goose | Invest             |
|                    | Fevered brow     | Sort out           |

|                        |                         |                   |
|------------------------|-------------------------|-------------------|
| Lighten up             | Neurotic                | Massive           |
| Genius                 | Wimps and<br>weasels    | Homage            |
| Worry-wart             | Pyramid scheme          | Ham it up         |
| Wrangle                | Dire                    | Home team         |
| Tangle                 | Nonsense                | Bloke             |
| Tingle                 | Purity                  | Sneer             |
| Blissed out            | Drug den                | Pretend           |
| Snuggle                | Scamper                 | Profound          |
| Put away on a<br>shelf | Scrap metal             | Credit<br>Asinine |
| Disheveled             | Knocked off             | Zebra             |
| Goof off               | Ripped off              | Zonked            |
| Moron                  | Ticked off              | Sleuth            |
| Bitchin'               | Show off                | Wraith            |
| Professional<br>fame   | Bleach                  | Barricades        |
| Snatch                 | Blind                   | Pander            |
| Scurry off             | Sour                    | Dandy             |
| Ditch 'em              | Wide as a city<br>block | Esoteric          |
| Barf                   | Neurons                 | Quaff             |
| Gangly                 | Burn out                | Duck              |
|                        |                         | Ransom            |

|                      |                              |                             |
|----------------------|------------------------------|-----------------------------|
| Errant               | Yearn                        | The honor is mine           |
| Silly                | Bruise                       |                             |
| Fungus               | Contrary                     | Crank out the moolah        |
| Transmutate          | Unveiled                     | Bad karma                   |
| Gender-bender        | Shadowy                      | Game but lame               |
| Princely sum         | Fumigate                     | Manicured details           |
| Hug                  | Dunce                        | Wrong juice                 |
| Ornate               | Errant<br>Sputter            | Stymied                     |
| Irrefutable evidence | Squelch                      | Zinger                      |
| Numb                 | Abandon                      | Behind door number two      |
| Jail break           | Belittle                     | Ripping good yarn           |
| Manhandled           | Cart off like pillaged goods |                             |
| Gnarled              | Drama queen                  | Duke it out                 |
| Kooky                | Engineered without morals    | Financial restraining order |
| Lambaste             | Franchise player             | Kill it, don't maim it      |
| Stupefy              | Good enough to eat           | Like a bad horror flick     |
| Mercy                | Last chance                  | Under siege                 |
| Shambles             | Investigate                  | Done                        |
| Wrenched             |                              |                             |
| X-ray vision         |                              |                             |