

# Headline Formulas

THAT WORK EVERY TIME



HEADLINE FORMULA #1 -

*How To*

# HOW TO [Achieve] Something Specific]

- ✱ HOW TO EAT ON LESS THAN \$1.00/MEAL
- ✱ HOW TO TURN 1 IDEA INTO 2 PLUS MONTHS OF CONTENT
- ✱ HOW TO TALK TO YOUR ANGRIEST CUSTOMERS AND TURN THEM INTO RAVING FANS
- ✱ HOW TO WRITE THE HIGHEST-PERFORMING FACEBOOK ADS, EVER

HEADLINE FORMULA #2 -

*You Can Have*

# NOW YOU CAN HAVE

[something desirable]  
[great outcome]

- ✿ NOW YOU CAN QUIT YOUR JOB AND MAKE EVEN MORE MONEY
- ✿ NOW YOU CAN MEET YOUR SOULMATE ONLINE WITHOUT SPENDING A DIME
- ✿ NOW YOU CAN OWN A COOL MAC AND NOT BREAK THE BANK

HEADLINE FORMULA #3 - *The Guide*

# THE [Adjective] GUIDE TO [Specific Topic]

- ✿ THE COMPACT GUIDE TO LIST BUILDING FOR BUSY PEOPLE
- ✿ A BRIEF GUIDE TO FIXING YOUR OLD, NEGLECTED, AND BROKEN TYPEWRITER
- ✿ A SCIENTIFIC GUIDE TO THE POWER OF SAYING “NO”: HOW TO AVOID TEMPTATION AND DISTRACTION

HEADLINE FORMULA #4 - *The Strategy*

[Number]

# SUREFIRE STRATEGIES

for [benefit] Even If  
You're Worried About  
[negative outcome/negative situation]

- 7 SUREFIRE STRATEGIES FOR EARNING 7-FIGURES PASSIVE INCOME EVEN IF YOU'RE WORRIED ABOUT NOT HAVING ENOUGH SKILLS AND EXPERIENCE
- 10 PROVEN STRATEGIES TO BOOST SALES EVEN ON LEAN MONTHS
- 5 TESTED STRATEGIES TO ACHIEVE THAT GREAT BODY EVEN IF YOU ARE NOT A FITNESS BUFF

## HEADLINE FORMULA #5 - *The List*

# [#] [Adjective] WAYS TO [Achieve Something Specific]

- ✿ 25 QUICK AND EASY WAYS TO MAKE MONEY AT HOME
- ✿ 7 SNEAKY WAYS TO MAKE YOUR CONTENT JUMP OFF THE PAGE
- ✿ 15 SIMPLE WAYS TO SPREAD HAPPINES IN YOUR WORLD STARTING TODAY

## HEADLINE FORMULA #6 - *The Goof or Mistake*

[Number]  
[common problem]  
**GOOF OR  
MISTAKE**  
[Undesireable Outcome]

- ✿ 9 LANDING PAGE GOOFS THAT MAKE YOU LOSE TONS OF BUSINESS
- ✿ 5 COMMON MENTAL ERRORS THAT PERSUADE YOU TO MAKE BAD DECISIONS
- ✿ 7 DEADLY CAR SEAT MISTAKES EVEN EXPERIENCED PARENTS MAKE

## HEADLINE FORMULA #7 - *Case Study*

# HOW

**[I/We/CompanyX]  
[Achieved Something Specific]  
in [Time Frame]**

- HOW I BUILT AN ONLINE T-SHIRT BUSINESS AND MADE \$979.28 IN 2 WEEKS
- HOW WE INCREASED OUR FACEBOOK FANS BY 332% IN 2019
- HOW I PAID OFF \$46,500 OF STUDENT LOANS IN LESS THAN 2 YEARS



## HEADLINE FORMULA #8 - *The Why*

# WHY [Surprising Fact]

- ✿ WHY GOOD UNIQUE CONTENT NEEDS TO DIE A FAST DEATH
- ✿ WHY SEO IS ALL ABOUT GREAT CONTENT MARKETING
- ✿ WHY HAVING TO START OVER AGAIN IS GREAT

# A few starters to help your creative juices...

1. The Secret of \_\_\_\_\_
2. Top 10 Ways to \_\_\_\_\_
3. Why \_\_\_\_\_ Never Fails
4. How \_\_\_\_\_ Can Help You Succeed
5. What \_\_\_\_\_ Doesn't Want You to Know
6. Why \_\_\_\_\_ Isn't as Bad as You Think
7. Tips for Helping You \_\_\_\_\_
8. How to \_\_\_\_\_
9. If \_\_\_\_\_, then you can \_\_\_\_\_  
(e.g. If you can sew a hem, then you can make this quilt)
10. What Everyone Should Know About \_\_\_\_\_
11. The Beginner's Guide to \_\_\_\_\_
12. 4 Keys to \_\_\_\_\_
13. 10 \_\_\_\_\_ the Experts Use  
(e.g. tools, formulas, products)
14. How Many Times Have You \_\_\_\_\_?  
(e.g. tried to change a tire and failed)
15. 20 \_\_\_\_\_ Mistakes and How to Avoid Them
16. The Truth About \_\_\_\_\_
17. The Ultimate Guide to \_\_\_\_\_
18. \_\_\_\_\_ Made Simple
19. 5 Minutes to a Better \_\_\_\_\_
20. Here is What Happens When \_\_\_\_\_
21. Before You \_\_\_\_\_, Read This Post.
22. What Happens When \_\_\_\_\_
23. You Too Can \_\_\_\_\_
24. How to \_\_\_\_\_ in Less Than an Hour a Day
25. 7 Types of \_\_\_\_\_ That Will Help You \_\_\_\_\_
26. Case Studies That Prove \_\_\_\_\_
27. Do \_\_\_\_\_ Like a Pro
28. 20 Genius Hacks That Will Help You \_\_\_\_\_
29. 10 Examples of \_\_\_\_\_
30. 5 Things I Wish I Had Known About \_\_\_\_\_