

15 Subheadline Templates

1. Now You Can Get Your Hands on the Greatest Gold Mine of _____ Secrets Ever Stuffed Into a _____!

- Now You Can Get Your Hands on the Greatest Gold Mine of Affiliate Marketing Secrets Ever Stuffed Into a Membership Site!
- Now You Can Get Your Hands on the Greatest Gold Mine of DIY Home Repair Secrets Ever Stuffed Into a Book!
- Now You Can Get Your Hands on the Greatest Gold Mine of Skateboarding Secrets Ever Stuffed Into a Video!

2. You Won't Believe What I Discovered About _____!

- You Won't Believe What I Discovered About Getting Rid of Moles!
- You Won't Believe What I Discovered About Designing Web Pages!
- You Won't Believe What I Discovered About Making Candles for Fun and Profit!

3. Are You Ready to _____?

- Are You Ready to Throw Away Your Fat Clothes Once and For All?
- Are You Ready to Find True Happiness In Your Life?

- Are You Ready to Start Attracting More Men?

4. Announcing _____, Your Complete Guide to _____!

- Announcing Let's Grill Tonight, Your Complete Guide to Grilling the Perfect Steaks, Chops, Burgers and Chicken!
- Announcing The Simple Harmonica, Your Complete Guide to Learning to Play the Harmonica Like a Pro!
- Announcing Party Planning Secrets, Your Complete Guide to Throwing a Summer BBQ Party That Will Have the Neighbors Raving for Months!

5. Imagine This: _____...

- Imagine This: Your Press Release Gets Picked Up... and Thousands of Targeted Visitors Flood Your Site Overnight!
- Imagine This: You Pull Off Your Shirt at the Beach and the Ladies Gasp. They Haven't Seen You Since You Were a Scrawny Teenager. Just Look at You Now!
- Imagine This: You Wake Up to Find 73 Clickbank Sale Notifications In Your Inbox...

6. Do You Ever Wish You Could _____?

- Do You Ever Wish You Could Take Away Your Dog's Joint Pain?
- Do You Ever Wish You Could Afford to Take More Vacations?
- Do You Ever Wish You Could Quickly and Easily Get Rid of Your Acne?

7. You'd Rather Peel Your Fingernails Off Than _____!

- You'd Rather Peel Your Fingernails Off Than Eat Another Tasteless Low-Calorie Snack!
- You'd Rather Peel Your Fingernails Off Than Clean and Organize Your Closets and Drawers!
- You'd Rather Peel Your Fingernails Off Than Learn to Tango in Front of a Bunch of Laughing Strangers!

8. Here are _____ Reasons Why This is the BEST Way to _____...

- Here are 7 Reasons Why This is the BEST Way to Tour Costa Rica!
- Here are 3 Reasons Why This is the BEST Way to Improve Your Credit Score!
- Here are 5 Reasons Why This is the BEST Way to Build Your Net Worth!

9. At Last, Now You Can Unlock the Secrets of _____!

- At Last, Now You Can Unlock the Secrets of Breeding Championship Racehorses!
- At Last, Now You Can Unlock the Secrets of Feng Shui!
- At Last, Now You Can Unlock the Secrets of Driving Massive Traffic Using PPC Marketing!

10. Can You Pass This _____ Test?

- Can You Pass This Stress Test?
- Can You Pass Home Safety Test?
- Can You Pass This French Cooking Test?

11. Discover _____ That Works Almost Like Magic to _____!

- Discover the Keyword Tool That Works Almost Like Magic to Uncover the Most Profitable Words and Phrases!
- Discover This 30-Second Exercise That Works Almost Like Magic to Get Rid of Your Back Pain!
- Discover the Blogging Secret That Works Almost Like Magic to Double Your Traffic!

12. _____ Amazing Tips, Tricks and Secrets That Will _____...

- Seven Amazing Tips, Tricks and Secrets That Will Turn You Into a Better Photographer, Instantly!
- 10 Amazing Tips, Tricks and Secrets That Will Boost Your Conversion Rate by 125%!
- 21 Amazing Tips, Tricks and Secrets That Will Make Sure You Don't Just Survive But THRIVE During Economic Downturns!

13. Here are the Startling Confessions of a _____...

- Here are the Startling Confessions of a Former Computer Hacker Turned Security Expert!

- Here are the Startling Confessions of a Former Shy Kid Turned Professional Motivational Speaker!
- Here are the Startling Confessions of a Former Blackhat Marketer Who Discovered He Could Make More Money Using These Whitehat Strategies...

14. Once You Discover These _____ Secrets, _____ Worries Melt Away Like Snow In July!

- Once You Discover These Investment Secrets, Money Worries Melt Away Like Snow in July!
- Once You Discover These Interview Secrets, Job Worries Melt Away Like Snow in July!
- Once You Discover These Nutrition Secrets, Health Worries Melt Away Like Snow in July!

15. When _____ Need _____, Here's What They Do...

- When eBay Powersellers Need Cheap Products They Can Sell for Big Profits, Here's What They Do...
- When Veterinarians Need to Calm an Anxious Puppy, Here's What They Do...
- When Action Movie Stars Need to Get Buff Fast, Here's What They Do...