

30 Headline Templates

1. You Can _____ ... Even if _____!

- "You Can Lose Weight Fast... Even If You LOVE Going Out to Eat!"
- "You Too Can Change the Oil In Your Car... Even if You Don't Know the Difference Between Lipstick and the Dipstick!"
- "You Can Have a Beautiful Wedding... Even if You're on a Shoestring Budget!"

2. How to _____ in Just _____!

- "How to Safely and Easily Lose Five Pounds in Just Five Days!"
- "How to Get Rid of Your Dog's Fleas in Just One Afternoon!"
- "How to Get Your Ex Back in Just Seven Days!"

3. Discover the Secret(s) of _____!

- "Discover the Secrets of a Millionaire Online Marketer!"
- "Discover the Secrets of Buying a New Car Without Paying Too Much!"
- "Discover the Secrets of Getting Your Historical Romance Book in Print!"

4. How a _____ quickly and easily _____!

- "How a Truck Driver Quickly and Easily Turned \$892 into \$289,598!"
- "How a Former Shy Kid Quickly and Easily Became the Most Popular Kid in School!"
- "How a Pack-a-Day Smoker Quickly and Easily Gave Up Cigarettes!"

5. What Every _____ Ought to Know About _____!

- "What Every Woman Ought to Know About Breast Cancer!"
- "What Every Golfer Ought to Know About His Gold Clubs!"
- "What Every Pre-Med Student Ought to Know About Getting Into Medical School!"

6. Do You Want _____?

- "Do You Want to Know the Secrets of Looking Ten Years Younger?"
- "Do You Want to Drop a Dress Size Before Summer?"
- "Do You Want Your Dog to Live a Long, Healthy and Happy Life?"

7. You, a _____?

- "You, a Famous Author?"
- You, an Olympic Athlete?"

- You, a Wealthy Entrepreneur?"

8. _____ Swears Under Oath: _____!

Note: This one is a classic, swiped from a Gary Halbert ad.

- "Average Student Who Aced the SAT Test Swears Under Oath: I Didn't Cheat!"
- "Obscenely Wealthy Online Marketer Swears Under Oath: I Don't Sell Porn!"
- "Blackjack Player Routinely Beats the Casino But Swears Under Oath: I Never Count Cards!"

9. Here's How to Quickly and Easily _____!

- "Here's How to Quickly and Easily File Your Taxes!"
- "Here's How to Quickly and Easily Get Rid of Termites!"
- "Here's How to Quickly and Easily Make Your First \$173 Online!"

10. Who Else Wants to _____?

- "Who Else Wants to Grow Prize-Winning Watermelons?"
- "Who Else Wants to Cook Gourmet Meals That Surprise and Delight Your Friends?"
- "Who Else Wants to Travel to Paris on a Shoestring Budget?"

11. What Your _____ Doesn't Want You to Know About _____!

- "What Your Dentist Doesn't Want You to Know About Getting Whiter Teeth (from the Comfort of your Own Home)!"
- "What Your Competition Doesn't Want You to Know About Pay Per Click Marketing!"
- "What Your Exterminator Doesn't Want You to Know About Getting Rid of Ants!"

12. They Laughed When I _____ But Then _____!

Note: Here's another classic headline. The original: "They Laughed When I Sat Down at the Piano But When I Started to Play...!"

- "They Laughed When I Said I Was an Online Marketer But Then I Showed Them My Checks!"
- "This 400 Pound Linebacker Laughed When I Challenged Him to a Fight... But Then I Knocked Him Off His Feet!"
- "They Laughed When I Said I Applied to Harvard But When I Showed Them My Acceptance Letter...!"

13. Here's What _____ Know(s) About _____!

- "Here's What the World's Richest Marketers Know About Writing a Killer Headline!"
- "Here's What an Award Winning Author Knows About Writing a Good Book!"
- "Here's What a Former Teacher-of-the-Year Knows About Homeschooling Kids!"

14. To People Who Want to _____ But Can't Get Started!

- "To People Who Want to Publish a Blog But Can't Get Started!"
- "To People Who Want to Lose 50 Pounds But Can't Get Started!"
- "To People Who Want to Clean and Organize Their House But Can't Get Started!"

15. At Last! You Can Get Rid of _____ Forever!

- "At Last! You Can Get Rid of Unsightly Stretch Marks Forever!"
- "At Last! You Can Get Rid of Ants Forever!"
- At Last! You Can Get Rid of Your Social Anxiety and Shyness Forever!"

16. _____ Your Way to a _____!

- "Twist Your Way to a Flatter Stomach!"
- "Dance Your Way to Lower Blood Pressure!"
- "Outsource Your Way to a Six-Figure Income!"

17. Now You Can Discover How to _____ Like _____!

- "Now You Can Discover How to Ski Like an Olympic Athlete!"

- "Now You Can Discover How to do Street Magic Like David Blaine!"
- "Now You Can Discover How to Write Horror Stories Like Steven King!"

18. How I _____ -- And How You Can Too!

- "How I Traded My Dumpy Apartment for a 6700 Square Foot Mansion... And How You Can Too!"
- "How I Made a Fortune in the Stock Market... And How You Can Too!"
- "How I Learned to Love Again After a Bad Relationship (And How You Can Too)!"

19. Now You Can _____!

- "Now You Can Catch Your Cheating Husband!"
- "Now You Can Learn a Supermodel's Beauty Secrets!"
- "Now You Can Get Rid of Acne!"

20. Stop _____ and Start _____!

- "Stop Dreaming and Start Working for Yourself!"
- "Stop Feeling Guilty and Start Loving Yourself!"
- "Stop Making Excuses and Start Taking Action!"

21. Are You Tired of _____? Do You Want to _____? Then Read on to Discover How to _____, _____ and _____ in Just _____!

- "Are You Tired of Getting Winded Every Time You Climb the Stairs? Do You Want to Get in Shape Fast? Then Read on to Discover How to Melt the Fat, Get in Shape and Restore Your Health In Just 20 Minutes a Day!"
- "Are You Tired of Spending Long Hours Online With Nothing to Show For It? Do You Sometimes Just Want to Quit? Then Read on to Discover the Quick and Easy Way to Create In-Demand Products, Drive Hordes of White Hot Traffic and Fill Up Your PayPal Account With Cash In Just 31 Short Days From Now!"
- "Are You Tired of Spending Saturday Nights Alone With the TV? Do You Wish You Could Find Your Soul Mate? Then Read on to Discover How to Start Getting Phone Numbers, Start Getting Called and Start Getting Dates... As Early as Tonight!"

22. Here's the Easiest Way to Turn Your _____ Into _____ So That You Can _____!

- "Here's the Easiest Way to Turn Your Old Rustbucket Car Into a Shiny Showboat So That You Can Be Proud to Drive it Around Town Again!"
- "Here's the Easiest Way to Turn What You Know About Your Hobby Into a High-Traffic Blog So That You Can Easily Make a Fortune Online!"
- "Here's the Easiest Way to Turn Your Garage Full of Junk Into a Bank Account Full of Cash So That You Can Finally Pay Off Your Mortgage!"

23. *You're About to Discover How to _____. No _____. No _____. You Don't Even Need to _____. Just _____ and/to _____!*

- "You're About to Discover How to Lose Weight the Easy Way. No Starving Yourself. No Vomit-Inducing Hard Exercise. You Don't Even Need to Pop any Pills. Just Eat These Delicious Meals and Watch the Fat Disappear!"
- "You're About to Discover How to Start Connecting With Your Teenage Daughter Again. No More Fighting. No More Screams of "I HATE You!" You Don't Even Need to Nag Her Any More. Just Say These Eleven Words to Her and See Your Relationship Blossom!"
- "You're About to Discover How to Restore Your Vision. No Glasses. No Contacts. You Don't Even Need to Visit a Doctor. Just Follow This Simple Guide to Start Seeing Clearly Again!"

24. *Here's Your Complete No Fluff, No Filler, No B.S. Guide to _____! Your _____ Buddies Will be Green With Envy Once _____!*

- "Here's Your Complete No Fluff, No Filler, No B.S. Guide to Catching Bass! Your Fishing Buddies Will be Green With Envy Once They See You Reeling In the Biggest Fish in the Lake!"
- "Here's Your Complete No Fluff, No Filler, No B.S. Guide to Getting Huge Biceps! Your Weight-Lifting Buddies Will be Green With Envy Once You Reveal Your New Guns!"
- "Here's Your Complete No Fluff, No Filler, No B.S. Guide to Saving Gas! Your Hypermiling Friends Will be Green With Envy Once They See Your Amazing Mileage!"

25. You're _____. You're _____. You're _____. At Last, Here's an Easy Way to _____.

- "You're Tired. Your Head Throbs Like a Jackhammer. You're as Angry as a Cat Taking a Bath. At Last, Here's an Easy Way to Get Rid of Your PMS Forever!"
- "You're PC Just Flashed the Blue Screen of Death. Your Hard Drive is Taking Its Final Breath. You're About to Totally Freak out. Good News! Here's an Easy Way to Recover Your Data and Save All Your Emails, Documents and Pictures!"
- "You're Coughing. You're Achy. Your Nose is Red and Raw From Blowing it So Often. At Last, Here's an Easy Way to Alleviate Symptoms of the Common Cold!"

26. Imagine This: You _____. Wouldn't You _____?

Note: This is the type of headline where you seek to push your prospect's emotional buttons by getting them to imagine an emotionally laden scenario.

- "Imagine This: You're Home Alone. It's Midnight. And Suddenly You Hear Glass Breaking In a Back Room. Wouldn't You Feel Better Knowing That the Police Are Already On Their Way?"
- "Imagine This: You Just Found Out Your Drop-Dead Gorgeous Ex-Boyfriend is Coming to Town Next Month. You Haven't Seen Him in a Year. Wouldn't You Love to Make His Jaw Drop to the Floor When He Sees Your New Slimmer Figure In Your Favorite Little Black Dress?"
- "Imagine This: Your Mechanic Just Dropped a \$1500 Car Repair Bill In Your Lap. Then the Water Heater Breaks. You Need a New Computer. And the Mortgage is Due in Seven Days. Wouldn't It Feel Great Knowing You Could Quickly and Easily Pay Off All These Bills With Your Big Affiliate Marketing Checks?"

27. You Won't Find These _____ Secrets Anywhere Else: Here's A Sneaky Way to _____, Get _____ and _____!

- "You Won't Find These Search Engine Optimization Secrets Anywhere Else: Here's a Sneaky Way to Trick Google, Get Top Rankings and Start Pulling in a Stampede of Targeted Traffic!"
- "You Won't Find These Weight Loss Secrets Anywhere Else: Here's a Sneaky Way to Lose the Love Handles, Get Cut and Become Dangerously Attractive to Every Woman With a Pulse!"
- "You Won't Find These Pest-Control Secrets Anywhere Else: Here's a Sneaky Way to Virtually Eliminate Mice, Get the Ants Out Of Your House and Destroy the Termites!"

28. How a _____ With No _____, No _____ and No _____ Discovered the Secrets of _____!

- "How a Total Slacker With No Money, No Skills and No Diploma Discovered the Secrets of Making a Fortune Online!"
- "How a Self-Taught Mechanic With No Professional Tools, No Garage and No Experience Discovered the Secrets of Overhauling a Chevy Engine!"
- "How a Stay at Home Mom With No Experience, No Connections and No Business Know-How Discovered the Secrets of Raising \$73,444 For Her Son's School Fundraiser!"

29. Many _____ Will Try _____. Most Will Fail. But Those Who Succeed Will Get _____ Because They Know This Amazing Secret About _____!

- Many Marketers Will Try to Write a High-Response Sales Letter. Most Will Fail. But Those Who Succeed Will Build a

Huge Customer List Because They Know This Amazing Secret About Crafting Cash-Pulling Headlines!

- "Many Bodybuilders Will Try to Bulk Up. Most Will Fail. But Those Who Succeed Will Pack on the Muscle Fast Because They Know This Amazing Secret Natural Supplements!"
- "Many Casual Runners Will Try to Train for a Marathon. Most Will Fail. But Those Who Succeed Will Place in the Top of Their Category Because They Know This Amazing Secret About Developing Endurance!"

30. If You Would Like to Know the Secrets of _____ That Could Make You _____, Then Listen Up! If You're One of the Next _____ People to Act Now, You'll Get _____ Worth of _____ for a TINY Fraction of the Price!

- "If You Would Like to Know the Secrets of PLR Content That Could Make You Rich, Then Listen Up! If You're One of the Next 27 People to Act Now, You'll Get \$1500 Worth of High-Quality PLR Content for a TINY Fraction of the Price!"
- "If You Would Like to Know the Secrets of Seduction That Could Make You the Most Popular Guy On Campus, Then Listen Up! If You're One of the Next 43 People to Act Now, You'll Get \$587 Worth of Seduction Videos for a TINY Fraction of the Price!"
- "If You Would Like to Know the Secrets of Dog Training That Could Make You and Your Poodle the Envy of Everyone at Your Dog Obedience Class, Then Listen Up! If You're One of the Next 17 People to Act Now, You'll Get \$377 Worth of Poodle Training Secrets for a TINY Fraction of the Price!"