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# PROVEN WINNING "HEADLINE" TEMPLATES

Boost the pulling-power of your blog posts, articles and any other marketing communications



**PUSH BUTTON INFLUENCE™**  
BROADCAST YOUR BRILLIANCE

## Write easy, attention-grabbing headlines without being a professional copywriter!

### Use this fill in the blank form to create your headline

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#### Do You Make These Mistakes (TOPIC)?

HD:

Ex: "Do You Make These Mistakes in English?"  
Ex: "Do You Make These Mistakes When Disciplining Your Kids?"  
Ex: "Do You Make These Mistakes During Job Interviews?"

#### (#) New Ways to (RESULT)

HD:

Ex: "161 New Ways to Cook a Gourmet Meal at Home"  
Ex: "7 New Ways to Attract Targeted Website Traffic"  
Ex: "17 New Ways to Get a Pay Raise"

#### Give Me (TIME) and I'll Show You How to (PROMISE)

HD:

Ex: "Give Me 2 Hours and I'll Show You How to Triple Your Reading Speed"  
Ex: "Give Me 30 Minutes and I'll Show You How to Pay-Off Your Mortgage"  
Ex: "Give Me 3 days and I'll Show You How to Attract Your Ideal Mate"

#### Have You Noticed These (#) Warning Signs of (PROBLEM)?

HD:

Ex: "Have You Noticed These 5 Warning Signs of High Blood Pressure?"  
Ex: "Have You Noticed These 7 Warning Signs of Alcohol Addiction?"  
Ex: "Have You Noticed These 3 Warning Signs of Credit Card Debt?"

#### (#) Ways to Beat the (PROBLEM)

HD:

Ex: "10 Ways to Beat the High Cost of Living"  
Ex: "7 Ways to Beat the Aches of Arthritis"  
Ex: "21 Ways to Beat Early Menopause"

#### The Most Important (TOPIC) News in (TIME)

HD:

Ex: "The Most Important Bible News in 340 Years"  
Ex: "The Most Important Home Buying News in 25 Years"  
Ex: "The Most Important Global Warming News in 10 Years"

#### Get Rid of Your (PROBLEM) Forever

HD:

Ex: "Get Rid of Your Money Worries Forever"  
Ex: "Get Rid of Your Belly Fat Forever"  
Ex: "Get Rid of Your Migrane Headaches Forever"

#### Discover How Easily You Can (RESULT)

HD:

Ex: "Discover How Easily You Can Have Your House Painted"  
Ex: "Discover How Easily You Can Get Your MBA"  
Ex: "Discover How Easily You Can Buy Your Dream Home"

#### If I Can't (RESULT) in (TIME) You Get (REWARD)

HD:

Ex: "If I Can't Sell Your Home In 30 Days You Get This \$500 Check"  
Ex: "If I Can't Lower Your Tax Bill in 90 Days, I'll Refund My Fee"  
Ex: "If I Can't Get You More Web Traffic in 7 Days, You Pay Nothing"

#### Do You Suffer From (PROBLEM)

HD:

Ex: "Do You Suffer From Nerve Exhaustion?"  
Ex: "Do You Suffer From Overwhelm?"  
Ex: "Do You Suffer From Writer's Block?"

#### Don't Buy (PRODUCT/SERVICE) Until You Read These Facts

HD:

Ex: "Don't Buy Life Insurance Until You Read These Facts"  
Ex: "Don't Pay-Per-Click Ads Until You Read These Facts"  
Ex: "Don't Buy a Used Car Until You Read These Facts"

#### What People Find Most Challenging About (TASK)

HD:

Ex: "What People Find Most Challenging About Web Design"  
Ex: "What People Find Most Challenging About Raising Kids"  
Ex: "What People Find Most Challenging About Quitting Smoking"

#### What Everyone Wants to Know About (TOPIC)

HD:

Ex: "What Everyone Wants to Know About Disneyland"  
Ex: "What Everyone Wants to Know About Roof Repair"  
Ex: "What Everyone Wants to Know About Facebook"

#### Have (RESULT) You Can Be Proud Of

HD:

Ex: "Have Six-Pack Abs You Can Be Proud Of"  
Ex: "Have a Home-Based Business You Can Be Proud Of"  
Ex: "Have Marketing Skills You Can Be Proud Of"

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**HD:**

### HD: How to (RESULT) in (TIME) Or Less

Ex: "How to Get Your Own Corporation in 7 Minutes or Less"  
Ex: "How to Improve Your Credit Score in 30 Days or Less"  
Ex: "How to Lower Your Car Insurance Rates in 15 minutes or Less"

**HD:**

### (X) Ways to (RESULT)

Ex: "5 Ways to Increase Your Productivity"  
Ex: "17 Ways to Boost Your Energy"  
Ex: "11 Ways to Look Younger Without Plastic Surgery"

**HD:**

### How to (RESULT) in (#) Simple Steps

Ex: "How to Slash Your Tax Bill in 3 Simple Steps"  
Ex: "How to Overcome Overwhelm in 5 Simple Steps"  
Ex: "How to Resolve Conflict in 7 Simple Steps"

**HD:**

### Here's a Quick and Easy Way to (PROMISE)

Ex: "Here's a Quick and Easy Way to Find Your Dream Job"  
Ex: "Here's a Quick and Easy Way to Make Money on eBay"  
Ex: "Here's a Quick and Easy Way to Improve Your Memory"

**HD:**

### Why Now is the Right Time to (RESULT)

Ex: "Why Now is the Right Time to Lose Those 10 Extra Pounds"  
Ex: "Why Now is the Right Time to Start a Home-Based Business"  
Ex: "Why Now is the Right Time to Invest in Precious Metals"

**HD:**

### New Breakthrough in (TOPIC)

Ex: "New Breakthrough in Stress Reduction"  
Ex: "New Breakthrough in Time Management"  
Ex: "New Breakthrough in Self-Defense"

**HD:**

### How to Make (ACTIVITY) Fun

Ex: "How to Make Learning WordPress Fun"  
Ex: "How to Make Negotiating Fun"  
Ex: "How to Make Book Keeping Fun"

**HD:**

### The Truth About (TOPIC)

Ex: "The Truth About Bargain Hunting"  
Ex: "The Truth About Network Marketing"  
Ex: "The Truth About Fund Raising"

**HD:**

### Take the Guesswork Out of (Activity)

Ex: "Take the Guesswork Out of Job Hunting"  
Ex: "Take Takes the Guesswork Out of Internet Marketing"  
Ex: "Take Takes the Guesswork Out of Planning Your Wedding"

**HD:**

### How to Instantly Improve Your (ACTIVITY)

Ex: "How to Instantly Improve Your Love Life"  
Ex: "How to Instantly Improve Your Computer Skills"  
Ex: "How to Instantly Improve Your Memory"

**HD:**

### The Secret to (Activity) in (X) Easy Steps

Ex: "The Secret to Internet Marketing in 3 Easy Steps"  
Ex: "The Secret to Promoting Your Book in 5 Easy Steps"  
Ex: "The Secret to Resolving Conflicts in 7 Easy Steps"

**HD:**

### Who Else Wants (PROMISE)

Ex: "Who Else Wants to Lose 10 Pounds in 7 Days?"  
Ex: "Who Else Wants to Reduce Wrinkles Without Surgery?"  
Ex: "Who Else Wants to Lower Their Car Insurance Rates?"

**HD:**

### Closely-Guarded Secrets to (RESULT)

Ex: "Closely-Guarded Secrets to Persuade Others More Often"  
Ex: "Closely-Guarded Secrets to Attract More Fans on Facebook"  
Ex: "Closely-Guarded Secrets to Make Your Tax Return Audit-Proof"



**“YOU ARE NOT AS GOOD AS  
YOU THINK YOU ARE.  
YOU ARE BETTER!”**

Alex Mandossian