



COPYWRITING ACADEMY

WRITING WORDS THAT SELL



21 Proven Headline Templates

SESSION 003

1. The “How To” Headline

How To Lose 30 Pounds In 30 Days

How To Start A Small Group

How To Clean Your House In 30 Minutes A Week

How To Sell More Interior Design, More Often, For More Money

How To Win Friends And Influence People

2. The “Top 10 Reasons” Headline

The Top 10 Reasons Why You Should Sell Your House Now

The Top 10 Reasons Why You Need Art In Your Life

The Top 10 Reasons Why You Should Buy Your Milk Locally

The Top 10 Reasons Why Gold Is A Bad Idea

The Top 10 Reasons Why You Need To Learn Copywriting

3. The “Secret Way To” Headline

The Secret Way To Be Happier Instantly

The Secret Way To Retire Early And Live Better

The Secret Way To Know If They’re Cheating On You

The Secret Way You Will Hurt Your Family When You Die

The Secret Way To Leave The Hospital Alive

4. The “Forbidden Secrets” Headline

The Forbidden Secrets Of Investing Your Broker Doesn't Want You To Know

The Forbidden Secrets Of Health The Big Pharma Industry Doesn't Want You To Know

The Forbidden Secrets Of Tax Loopholes The IRS Doesn't Want You To Know

The Forbidden Secrets Of Negotiating Your Boss Doesn't Want You To Know

The Forbidden Secrets Of Marketing Your Competition Doesn't Want You To Know

5. The “Who Else” Headline

Who Else Wants Chiseled Abs In 7 Minutes?

Who Else Wants The Secret Of Looking Your Forever?

Who Else Wants To Make Money While They Sleep

Who Else Wants Your Kids To Obey The FIRST Time... And Like It?

Who Else Wants To Stop Pet “Accidents” Forever.

6. The “Why Don’t” Headline

Why Don’t Doctors Get Sick?

Why Don’t Runners Have Healthier Hearts?

Why Don’t Weight Lifters Win Fights?

Why Don’t Your Kids Do What You Tell Them?

Why Don’t Employees Just Do What Needs To Be Done?

7. The “Amazing Secrets” Headline

The Amazing Secrets That Make These People “Heart Attack Proof”

The Amazing Secrets The Blind Martial Artist

The Amazing Secrets Of People Who Work a “4 Month Year.”

The Amazing Secrets Of An Ancient Chinese Pain Medicine.

The Amazing Secrets Of The One-Legged Golfer.

8. The “How To Eliminate” Headline

How To Eliminate Stress And Anxiety Overnight

How To Eliminate Doubt And Uncertainty From Your Heart

How To Eliminate Fear From Your Life

How To Eliminate Self-Sabotaging Habits... Automatically

How To Eliminate Money Worries Forever

9. The “How To Set Up” Headline

How To Set Up A Membership Site In One Hour

How To Set Up Your Day For A Win

How To Set Up The Perfect First Date

How To Set Up Your Kids For Success

How To Set Up Your IRA To Make You Rich

10. The “Future Of” Headline

The Future Of Investing... Its Not What You Think

The Future Of Family

The Future Of Your Office Furniture

The Future Of Small Business

The Future Of Fitness

11. The “Best-For ” Headline

The Best Time For New Windows

The Best Time For Starting Any Diet

The Best Time For Dog Training

The Best Time For Bringing In A Marriage Counsellor

The Best Time For Buying Precious Metals

12. The “Best-For” Headline

The Best Herbs For Relieving Headaches

The Best Recipes For “Slow-Carbers”

The Best Workout For Massive Muscle

The Best Chance For Becoming A Millionaire

The Best Tricks For Saving Time

13. The “7 Steps” Headline

The 7 Steps To Getting Bigger Fees From Clients

The 7 Steps To Becoming Debt Free

The 7 Steps To Building A Better Marriage

The 7 Steps To Stop Procrastinating

The 7 Steps To Selling Anything To Anyone

14. The “10 Things Every ____ Should Know” Headline

The 10 Things Every Parent Should Know

The 10 Things Every Entrepreneur Should Know

The 10 Things Every Newlywed Should Know

The 10 Things Everyone Who Gets A Speeding Ticket Should Know

The 10 Things Every First-Time Homeowner Should Know

15. The “Hidden Truth” Headline

The Hidden Truth Behind Big Pharmaceutical Companies

The Hidden Truth Behind Easy Credit

The Hidden Truth Behind Every Successful Business Owner

The Hidden Truth Behind The Success Of “Breaking Bad”

The Hidden Truth Behind Cheap Countertops

16. The “Give Me” Headline

Give Me 3 Days, And I’ll Give You A New Business

Give Me A Weekend, And I’ll Give You Foolproof Investing Plans

Give Me 24 Hours, And I’ll Give You A Prefect Credit Score

Give Me 30 Minutes, And I’ll Give You A Plan To Double Your Income

17. The “Which Mistakes” Headline

Do You Make These Mistakes In English?

Do You Make These Mistakes On First Dates?

Do You Make These Mistakes In Job Interviews?

Do You Make These Mistakes At Parties?

Do You Make These Mistakes In Business?

18. The “They Laughed” Headline

They Laughed When I Sat Down At The Piano, But When I Started To Play...

They Laughed When I Asked For The Menu, But When I Ordered In Perfect Italian...

They Laughed When I Stepped Up To The Microphone, But When I Started To Sing...

They Laughed When I Picked Up The Club, But When I Hit A Perfect Drive...

They Laughed When I Opened The Hood, But Seconds Later When The Car Started Up Perfectly...

19. The “Courage” Headline

Do You Have The Courage To Make A \$1 Million Income?

Do You Have The Courage To Be Your Own Boss?

Do You Have The Courage To Live The Life Of Your Dreams?

Do You Have The Courage To Ask Her Out?

Do You Have The Courage To Join Us On An Adventure?

20. The “It’s A Shame” Headline

It’s A Shame You Don’t Get Double Digit Returns, When These Investors Do It So Easily

It’s A Shame You Can’t Reach The Business Success You Desire, When Even These Food Truck Owners Can Do It

It’s A Shame You Can’t Make Money Flipping Houses, When Even These Medicare Grandmas Do It So Easily

It’s A Shame You Can’t Retire Early, When These 40-Year-Olds Did It So Easily

21. The “Doctor’s Secret” Headline

The Doctor’s Secret To Never Getting Sick

The Mechanic’s Secret To The 500,000 Mile Car

The Accountant’s Secret To Never Pay Taxes Again

The Lawyer’s Secret To Winning Every Argument

The Nurse’s Secret To Instant Foot Pain Relief

Your Homework

- Use the Templates And Write 100 Headlines
- Also Write Down Some of Your Crazy Ideas
- Do it!