

Write Great Headlines

How to Quickly Generate
an Entire Years' Worth
of Blog Content in
Less Than Two Hours

Includes More Than 200 Fill In The Blank Formulas
To Help You Quickly and Easily Write Irresistible Headlines

Writing Great Headlines

3 Critical Ways Headlines Impact Search, Sales, and Success

Headlines are meant to grab attention, to make it easy for people to make a decision about you and your business, to quickly see if you can help them solve their problem, or find the information they are looking for. If people can see that you have something they are interested in, and you make them want to learn more, they will click, read, watch, or listen.



Here's the good news...

The basic approach to writing killer headlines hasn't changed in hundreds of years.

The same principles that were used 50, 150, even 200 years ago still work. You just need to understand how a single headline can drastically impact your search, sales, and success. You need to understand basic human nature.

1

You need to understand that people don't really care about you.

People care about themselves — what they need, how they will benefit, how it will help them, what problem will it help them solve, what will they learn, etc. When they are doing a Google search, scanning their Twitter feed, browsing through Facebook, or scanning their RSS feeds, they are only thinking of one thing — themselves.

So your headlines need to be about your readers not about you. If you want them to click your link in a search engine results page list, or leave Facebook or Twitter to visit your website or blog, your headlines need to address one of the most basic human interests:

1. To be entertained
2. To be informed
3. To be part of a community
4. To solve a problem

You see, **your headline does all the heavy lifting** when it comes to getting people to visit your website and consume your content, especially when it comes to social media and the search engines.

2

You need to optimize your headline so it delivers what people are looking for.

Most people don't just search for random things online, they search for a specific piece of information, an answer to a question, or a solution to a problem. That means they are scanning the headlines in the search results looking for the **BEST MATCH** to what they are looking for.

If you are a dog groomer, and your ideal clients are searching the internet for ways to *stop their dog from shedding*, you need to be writing articles on that topic with headlines that use keywords and key phrases related to it like:

- | | | |
|-------------------------------|----------------------------|----------------------|
| ✓ No More Dog Hair | ✓ Stop Dogs From Shedding | ✓ Eliminate Shedding |
| ✓ Dog Sheds Constantly | ✓ Help My Dog Shed Less | ✓ Why Dogs Shed |
| ✓ Reduce Shedding of Dog Hair | ✓ Preventing Dog Hair Loss | ✓ Dog Shedding |
| ✓ What Helps Shedding in Dogs | ✓ Dog Shedding In Fall | ✓ Stop Shedding |
| ✓ Shedding Home Remedies | ✓ Dog Hair Loss | ✓ Prevent Shedding |
| ✓ Dog Shedding in Winter | ✓ Dog Shedding Too Much | ✓ Remove Dog Hair |
| ✓ Dog Sheds Too Much | ✓ Dog Sheds A Lot | ✓ Shedding Dogs |
| ✓ Prevent Shedding in Dogs | ✓ Help My Dog Is Shedding | ✓ Reduce Shedding |

Search engines, just like people, are looking for the most relevant content — the content that best matches what they are looking for. And your headline is the first thing both the search engines and people are going to look at and use to judge whether or not your content is worth listing in the rankings or clicking on.

But before you go stuffing keywords and key phrases into your headlines, heed my advice. Please know that if it is obvious that you are adding keywords just to add them, and your headlines sound unnatural — like they are written solely for the purpose of getting good search engine rankings, you will not see the results you want.

People are getting more and more internet savvy as the years go by, and they can tell what you're doing. They don't like it because it looks like you don't care about them and you just care about Google — and **no one likes to feel second best**. Oh and Google? They hate it when people try to game the system, and they can't stand content that is written for search and not for the consumer, and as a result, that kind of content won't get very good rankings.

The bottom line is that **good, natural, quality, relevant content is what everyone wants**, and what the search engines are rewarding.

3

You need to make sure your headline makes an impact.

If you want people to read your content, watch your video, or listen to your audio, and TAKE ACTION, you need to create content that sparks their curiosity, appeals to their self interest, and is easy to understand.

Consumers are busier than ever and they don't have a lot of time. If a headline is boring, blah, uninteresting, cheesy, childish, or too cutesy, you'll be skipped over and quickly forgotten. Headlines need to make an impact and they need to do it quickly. So avoid industry jargon, complicated words, confusing metaphors, or an attempt at wit that falls flat.

So keep it simple, keep it direct, and make it powerful. Make a promise that creates an impact, get them interested, and make them want to learn more — make them want to take the next step.

After all, your headline could be seen on:

- | | | |
|-------------------------|----------------------|-------------------------------|
| ✓ Facebook | ✓ Digg | ✓ Guest Blog Posts |
| ✓ Twitter | ✓ StumbleUpon | ✓ Blog Comments (Comment Luv) |
| ✓ YouTube | ✓ Sales Pages | ✓ Email Signature |
| ✓ Google+ | ✓ Landing Pages | ✓ Product Names |
| ✓ LinkedIn | ✓ Presentation Title | ✓ Article Marketing Sites |
| ✓ An RSS Feed | ✓ Squeeze Pages | ✓ Print Marketing Materials |
| ✓ Your Email Newsletter | ✓ Your Blog | ✓ List of Recent Posts |
| ✓ Webinar Titles | ✓ Teleseminar Titles | ✓ And More! |

And **every single place your headline shows up is an opportunity to make a great first impression** on someone new who has never heard of you, by grabbing their attention, getting them interested, and compelling them to click your link and visit your website.

Then it's up to you and your website to convert them from a visitor into a client or customer ...
and that's a whole different guide!

Writing Great Headlines

The 12 Most Successful Types of Irresistible Headlines

A headline is often the first experience someone has with your brand. They may see it in a tweet, in a Facebook post, on a search engine results page, on your blog, on a social bookmarking site, on an article marketing site, in your sidebar, etc., and as a result, your headlines play a big role in the first impression someone new has on your brand.

Are your headlines making a great first impression and doing their job to attract attention, spark curiosity, get clicks, and drive traffic back to your website?

Headlines have two main purposes:

1. To get the attention of those who see it
2. To persuade them to consume more content

Luckily, learning how to **craft irresistible headlines** that get people to pay attention, click links, and visit your website doesn't have to be a scary, stressful, struggle! The reason most business owners (and maybe you) have so much trouble with headlines is because they are writing their content backwards. Most people get an idea for an article, blog post, or video, and they jump right into developing the main content — Then they quickly hammer out a headline just to get it done.

But that's backwards! The headline is the most important part!

The headline needs to be written first. **A headline is the promise you make to your reader** about what they can expect to get out of the content — It is a promise that they will receive a specific benefit if they read your article, watch your video, or sign up for your teleclass or webinar.

If you just quickly bang out a headline after the fact just to be done, and the content doesn't deliver exactly what your headline promised, you risk alienating your audience. **You also increase the chance that your content will be ignored, skipped over, and forgotten** — all because your headline was boring and blah. And that is where a lot of content creators get frustrated because they spend a lot of time and effort on great content, but no one is reading it, watching it, or listening to it.

Now you may be thinking, “Okay, so I know I need to start writing my headlines first ... But how do I get started? And how do I write a killer headline anyway?”

And that is perfect! Because I have the answer.



Here are the top 12 most successful, curiosity-sparking types of headlines you need to understand to make your content irresistible:

✓ **The How To Headline**

How To Headlines are the most popular style of headline because people love to learn new things — and they love to do it themselves. The entire self-help industry of books, magazines, movies, websites, training courses, events, and more are all built around the self-help mantra of “how to.” The key to writing a successful how to headline like, *“How to Lose 7 Pounds in 7 Days Without Really Trying”* is to focus on the benefits the reader will receive.

✓ **The Threat Headline**

A threat headline brings a danger, warning, or risk to light for your readers, and because they (or their loved ones) may be at risk, the headline grabs attention quickly. A threat-style headline like, *“Warning! What Your Virtual Assistant Doesn’t Want You to Know,”* implies that the reader is being misled, lied to, deceived, tricked, etc. by someone or something they trust — and that they need to know right away. Your headline promise needs to bring the problem to light, and the promise is that you have the solution. This style headline plays right into the natural human need to protect themselves and their loved ones — people will do more and work harder to avoid pain than to seek out pleasure and joy.

✓ **The List Headline**

People love concrete data. They love numbers, lists, and specific amounts of something because they know exactly what they are going to get and what to expect — and when it comes to content, they also can quickly gauge how long the content will take to consume and how valuable it will be. While a headline like *“How to be more Productive”* would work, changing it include a number/list like *“7 Tips to Double Your Productivity”* is more effective because the promise you’re making is much more concrete and the benefits are more obvious. Plus, many experts say list-style headlines are more memorable.

✓ **The Comedic Headline**

Entertainment is one of the top three reasons people consume content, along with learning information and being part of a community. A comedic headline like, *“Six Incredible Ways Business Coaches Are Like Ham Sandwiches,”* that spark humor, laughter, curiosity, and shock, or the, *“Oh my gosh did she really write that? I have to read it now!”* response, is a winner because it taps into the reader’s desire to be entertained.

✓ **The Mysterious Solution Headline**

The mysterious solution headline presents things that may be unheard of, shocking, unprecedented, never before seen, amazing, or even unbelievable. A mysterious solution-style headline like, *“6 Shocking Ways These Business Owners Added Millions to Their Bottom Line in Less Than One Year,”* immediately shows the reader that you’re not going to just be regurgitating the same old tired, boring, repeated over and over solutions and advice. Caution: don’t use this headline style if you are not sharing anything revolutionary or at least a totally different perspective.

✓ **The Social Proof Headline**

The social proof headline shows that other people are already experiencing success and the results you want to experience. Social proof headlines like, *“Thousands of Mom’s Can’t Be Wrong: Learn Why You Need The Sleep Genie Too,”* tell the reader others have bought and liked it, others have tried it and been happy, others recommend it — and the social proof endorsement helps remove any fear and objections they may have about the product, service, or program. This headline works especially well with a person of influence offering the social proof like, *“Katy Perry Keeps One In Her Purse, Shouldn’t You?”*

✓ **The Testimonial Headline**

If you have raving fans, use their own words and testimonials to do your marketing and sales for you. It is often much more effective to let others tell your audience how great you, your products, and services are instead of you telling them. So headlines like, *“I Tripled My Income In 90 Days With Just One of Jane Smith’s Suggestions!”* work like a charm. The recommendations of your clients and customers speak volumes to your audience and can go a long way in making sales. Just make sure you provide as much information about the client or customer you’re quoting as possible to demonstrate the credibility of the claim and prove that it is real and trustworthy.

✓ **The Question headline**

Question headlines draw in readers and get them involved in your content quickly because they will read the headline and try to answer it in their head, and then read your article to find out your answer and your perspective. Question headlines like, *“Are you struggling to get your online business off the ground?”* get people’s attention because they focus on the reader not on the writer, they speak right to a pain point or need, and the reader can relate to the content with a yes or no answer before even reading it.

✓ **The Reluctant Headline**

A reluctant headline plays on the humans desire to get things without working for it and to have things be easy. It also speaks right to the person who needs help but may be making excuses. For example, a headline like, *“How to Network Like a Rockstar Even If You’re Uncomfortable Talking About Your Business”* speaks right to the business owners who needs to network, but may be avoiding it because they don’t know how to speak about their business confidently, and a headline like, *“Double Your Income Without Working Like a Dog”* speaks right to the person who wants to make more money, but simply can’t work any harder. A reluctant headline typically starts with a big benefit or solution, and ends by squashing the common excuse or objection.

✓ **The News Headline**

News headlines like, *“Bourn Creative Website Strategist Shares Website Secrets with 1,500 Business Owners at Infusioncon 2012”* work great ONLY if you really have real news to report. There is nothing worse than misleading your audience with a news-style headline and promise, when you’re just promoting and marketing your regular products, services, and programs. No reader appreciates being tricked.

✓ **The Time Sensitive Headline**

The time sensitive solution gets readers to take action. For example, headlines like *“Get \$10K Worth of Training for Only \$4K For The Next 3 Days Only”* sparks fast action because the offer is only available for a limited time and the reader may miss out of they don’t act now. Another type of time sensitive headline like, *“Boost Your Business In 60 Days or Less”* uses time as a benefit instead of using it for urgency. This approach works well because consumers like to know how long things will take — i.e. how long they will have to wait to experience the perceived benefit.

✓ **The Command Headline**

Command style headlines like, *“Make More Money Now”* and *“Get More Website Traffic”* focus on the benefit readers will receive if they read your article. This style of headline demands a result and usually starts with a powerful action verb.

And that’s it! Now you know the 12 most successful types of headlines that will get your content read ... So go put them to use and write some killer headlines! Oh and don’t forget to highlight or note the headline examples I gave you in each description. These examples would be great to model for your own headlines.

Writing Great Headlines

How to Quickly Turn 1 Headline Into 30 Different Headlines

As a business owner, you need to produce a lot of content. You need content for your website, blog, email newsletter, squeeze pages, sales pages, landing pages, guest blogging opportunities, article marketing, special reports, videos, podcasts, teleclasses, webinars, social media, and more — **and each individual piece of content needs to have a killer headline.**

That's a lot of headlines you have to write — headlines that have to pique curiosity, gather interest, get attention, tug at emotions, compel action, drive sales, earn clicks, and more.

I know it can be really tough to constantly come up with powerful, persuasive, irresistible headlines that work.

That's exactly why I created this resource for you, and why I've given you more than 200 fill in the blank headline formulas you can use to quickly write killer headlines. But I want to take it a step further.

Let's say you write a simple but effective headline for a blog post. It gets a ton of click-throughs from your social media posts, people are retweeting it and sharing it on Facebook, and you're loving the visibility. Clearly this is a hot topic and **you want to capitalize on it's popularity** by posting it around the web — as a guest post on a peer blog, on an article marketing site, etc.

But then you begin to worry about the potential **search engine smackdown associated with duplicate content.** You get nervous, freak out a bit, and instead you just move on and write a new article.

That stinks! And it doesn't have to be that way. Yes, duplicate content is a big deal and posting the same article on multiple websites around the web is not a smart idea. But that doesn't mean you can't reuse the same article with success ... you just need to tweak your strategy.

You need to turn one headline in five, fifteen, or even thirty different headlines!



Duplicate content refers to the exact same content duplicated on multiple websites. It does not refer to similar content. So a great rule of thumb when it comes to reusing your content is to: **Write a new headline, change up about 40% of the content, and write a new introduction and conclusion paragraph targeted at delivering on the new headline's promise.**

Now most of the time tweaking and editing your content is quick and easy. You already wrote it once, now you just need to tweak and edit it here and there. Writing new headlines on the other hand, tend to not be so easy.

So I'm making it easy on you, and giving you some quick and easy ways to turn one headline into at least 30 additional headlines!

Let's start with an example headline:

✓ How to Make More Sales Online

Now let's look at some simple changes we can make to the headline to create several more headlines that are even better:

1. How to Make More Sales Online *In Six Easy Steps*
2. *What Every Business Owner Needs to Know About* How to Make More Sales Online
3. *3 Easy Ways You Can Learn* How to Make More Sales Online
4. *The World's Worst Advice on* How to Make More Sales Online
5. How to Make More Sales Online — *The Secrets Sales Gurus Don't Want You To Know*
6. *6 Trusted Experts Share Their Secrets on* How to Make More Sales Online
7. How to Make More Sales Online *So You Can Make More Money And Work Fewer Hours*
8. *I'm Pulling Back The Curtains And Showing You* How to Make More Sales Online
9. How to Make More Sales Online *Without Using Sleazy, In Your face Marketing Tactics*
10. *The New Rules About* How to Make More Sales Online
11. *Here's What You Don't Know About* How to Make More Sales Online
12. *Are You Struggling With* How to Make More Sales Online
13. *3 Big Lies You've Been Told About* How to Make More Sales Online

14. How to Make More Sales Online — *3 Tips Million Dollar Business Owners Swear By*
15. *Don't Read This If You Don't Want To Know* How to Make More Sales Online
16. How to Make More Sales Online *Quickly and Easily*
17. *Secrets of a Wildly Successful Shopping Cart: Learn* How to Make More Sales Online
18. *Stay At Home Mom Discovers* How to Make More Sales Online *In Less Than 30 Days*
19. How to Make More Sales Online *Like a Know-It-All Veteran Marketer*
20. *The World's Best Advice on* How to Make More Sales Online
21. How to Make More Sales Online *Even If You Don't Have a Shopping Cart*
22. *5 Stupid Pieces of Advice About* How to Make More Sales Online
23. How to Make More Sales Online — *Shocking Truths About Converting Visitors Into Clients*
24. How to Make More Sales Online *If You Don't Have a Website*
25. *Never Worry About* How to Make More Sales Online *Again*
26. *Warning! If You're Still Not Sure* How to Make More Sales Online, *You Must Watch This Video*
27. How to Make More Sales Online *To Support Your Offline Business Growth*
28. *Truth And Lies In Social Media About* How to Make More Sales Online
29. How to Make More Sales Online *With One Simple Tool That's FREE!*
30. *Stop Living Paycheck to Paycheck And Finally Learn* How to Make More Sales Online

As you can see, one simple headline can be tweaked here and there to create 30 additional versions of the same headline.

Now you can take the high-quality, high-value, well-written content from your first article, and repurpose it into 30 new articles, blog posts, audios, teleclasses, webinars, videos ... or a combination of all of them to create new, fresh content you can feel good about posting on various sites around the web.

Just remember to rewrite the introduction and conclusion of the content, and tweak the rest as needed to ensure you deliver on the promises you make in your headlines.

Writing Great Headlines

More Than 200 Fill In The Blank Headline Formulas

An irresistible, killer headline is a vital factor in the success of your content. If you want consumers to from across the web and various social media sites to click your links, visit your website, read your articles, watch your videos, and listen to your podcasts, you need to capture the attention, pique their interest, spark their curiosity — and you need to get them to click your link.

Here are more than 200 fill in the blank headline formulas — proven successful, and pulled straight from the front page news, magazines, tabloids, entertainment media, and highly-paid copywriters just for you:

1. _____ Alert: What You Must Know About _____
2. 4 Ways To Increase Your _____ By _____
3. 7 _____ Mistakes All _____ Make
4. Truth And Lies In _____
5. 5 Secrets _____ Experts Don't Want You To Know
6. _____ Like An Expert In 5 Simple Steps
7. The World's Worst _____
8. 9 Lies Your _____ Is Telling You About _____
9. 3 Tips For More _____ And Fewer _____
10. 10 Questions That Will Make Your _____ Squirm
11. 6 _____ You Need To Stop Doing Right Now
12. Trick Yourself Into _____
13. 8 _____ Scams And How To Avoid Them
14. 3 Secrets Your _____ Is Keeping From You
15. 7 Reasons _____ Is The Worst _____
16. 10 Simple Tips For _____
17. 5 Reasons _____ Is Better Than _____
18. 6 _____ Rules To Break Now
19. 9 Ways To Boost Your _____ Without _____
20. _____ Behind The Scenes
21. 3 Ways You Can _____ Better Than _____
22. 3 Hard-Hitting Reasons To _____
23. 4 Reasons It's Better To _____
24. 8 Things To Try In _____
25. 5 Quick And Easy Ways To _____
26. 7 _____ Lessons I Learned The Hard Way
27. 13 Reasons Not To _____
28. _____ Like Crazy
29. 3 Simple Steps To _____
30. 6 _____ You Can Do In 10 Minutes Or Less
31. 8 Sneaky Ways You Can _____
32. Little Known Ways To _____
33. 15 _____ Tips For _____
34. 4 Strategies For _____
35. 9 _____ We Don't Want To See
36. Shorts Cuts To _____
37. How To Plan The Ultimate _____
38. 11 Funniest _____
39. Here's A Quick Way To _____
40. 12 Predictions On The Future Of _____
41. The _____ Remedy You Should Trust
42. 10 Sure Fire Ways To _____

43. Tackle Your Worst _____ Fears
44. 3 Creative Ways To _____
45. Hilarious _____ Don'ts
46. How To Avoid _____: A _____ Secret Revealed
47. How To _____ For People Who Don't Want To _____
48. The Top Three _____ That Are Sabotaging Your Success
49. Overcoming _____: Why You Need To _____
50. 7 Most Popular _____ Myths
51. Dramatically Increase _____ By _____
52. 10 Secrets Every _____ Should Know
53. Truth Revealed: The Real Story Behind _____
54. Could Your _____ Survive A _____
55. Now You Can _____ Without _____
56. _____ Exposes The Secrets Of _____
57. Secrets Of A Wildly Successful _____
58. What _____ Do The Pros Use To _____
59. Double Your _____ In 1 Year Or _____
60. Now You Can _____ And Still _____
61. The Emerging Trend In _____ That _____ Swear By
62. 12 Dos And Don'ts Of _____
63. 5 Facts About _____ You Won't Believe
64. 3 Surprising Things You Can _____
65. Buy _____ Today And Get _____
66. 7 Things Your _____ Isn't Telling You
67. If You're Sick Of _____ Try _____
68. 7 Secret _____ Shortcuts
69. What _____ Really Want
70. 8 Things To Never Share/Tell _____
71. Get Rid Of Your _____ Once And For All
72. 6 Ways To _____ On A Budget
73. 5 Most Frightening _____
74. 4 Expert _____ Tips
75. 10 Things You Need To Know Before _____
76. _____ Uncovers Secrets To _____
77. 8 Ways To Save Time/Money With _____
78. 5 Good Ways Not To _____
79. How To Find The Best _____
80. How To _____ Quickly And Easily

Get Your Right-Brain Thought-Processes and Creativity Flowing

When putting this guide together, I originally grouped this enormous list of headline formulas into sections by headline type (i.e. numbered, negative, how to, etc.) But I actually discovered through testing that the organization stifled right-brain thought process and creativity.

When grouped by topic or headline type, your brain focuses on that type of headline and starts thinking in a specific way. As a result, it was actually harder to complete the formulas and it took longer to come up with new headlines!

By mixing up the headline formulas, your thought process, brain function, creativity, and inspiration flow stays more active, available, and open to a wider range of ideas, helping you more quickly generate a wider variety of more diverse headlines.

81. The _____ Thousands Of _____ Are Using To _____
82. Is Your _____ Being Honest With You About Your _____
83. Achieve _____ In Record Time With _____
84. How To Increase _____ By Fixing _____
85. 4 Lazy Ways To _____
86. When You _____ Even If You Want To _____
87. The One _____ You Must Never _____
88. How To Turn _____ Into Dollars
89. When It's Smarter To _____ Instead Of _____
90. 3 Lessons Learned From _____
91. How To _____ In 60 Seconds Or Less
92. Could Your _____ Be A _____
93. Why Every _____ Is Now Using _____
94. Do You Make These _____ Mistakes?
95. 5 Perfect _____ In _____
96. The Real Story Behind _____
97. 3 Questions You Should Be Asking Your _____
98. 6 _____ Facts You Need To Know
99. How To _____ So That _____
100. 9 _____ Signs To Never Ignore
101. Why Your _____ Stinks And How To Fix It
102. 7 Days To _____
103. 10 Things You Should Never Do When You're _____
104. How To _____ In Half The Time
105. 9 Proven Strategies To _____
106. 7 Ways To _____ And Profit
107. 8 Fastest Ways To _____
108. Warning: Don't _____ Until You've _____
109. How To Beat The Fear Of _____
110. 5 Things _____ Should Never Do
111. How To Avoid _____: A _____ Secret Revealed
112. The _____ Method That Is Helping _____
113. How To Spot A Fake _____
114. 4 Proven Methods For _____
115. Everything You Need To Know About _____
116. _____ In 5 Minutes A Day
117. Finally You Can _____ In _____
118. 10 Secrets _____ Doesn't Want You To Know
119. How To _____ With/In/By _____
120. A Behind The Scenes Look At _____
121. Are _____ Worth The Money?
122. Boost Your _____ In _____
123. Build A _____ You Can Be Proud Of
124. Fix Your _____ With _____
125. Funniest _____ Stories
126. Gain/Lose _____ In 7 Days Or Less
127. Get _____ In _____
128. Give Me 9 Minutes And I'll Give You _____
129. How _____ Overcame _____
130. What No One Ever Says About _____
131. The Top 10 _____ Of _____
132. The World's Most Unusual _____
133. The Real Truth About _____
134. How To _____ In Only 14 Days
135. Why Your _____ Isn't Working
136. How To _____ Like A _____
137. The World's 10 Most Important _____
138. How To Deal With _____
139. How To Get _____ In Half The Time
140. How To Use _____ To Get _____
141. What Everyone Ought To Know About _____
142. How Women Are _____ And Loving It
143. I'm Pulling Back The Curtain On _____
144. Jump-Start Your _____ With _____
145. Master _____ In Record Time
146. 7 Surefire Keys To _____
147. Power Up Your _____
148. 9 Reasons You Should _____

149. The Single _____ That Can/Will Change Everything
150. Never Worry About _____ Again
151. Success Secrets Of _____
152. The 5 _____ That Work For Everyone
153. How To Safely _____
154. The Best _____ You Ever _____
155. The Deadly Mistake _____ Make When _____
156. The Modern/New Rules Of _____
157. The One _____ That Is Killing Your Business
158. Warning: If You're Still _____ You Must _____
159. Why You Shouldn't Attend _____
160. 10 Signs You're _____
161. 8 Ways To _____
162. If _____ Then _____
163. 6 Ways To Get More _____
164. The One Thing _____ Won't Do
165. The Only _____ Lesson You'll Ever Need
166. 9 Keys To _____
167. Here's What You Don't Know About _____
168. 10 Tricks To _____
169. Get _____ Now
170. The Real Reasons You're Not _____

How to Write Killer Headlines Quickly

Along with some fellow business owners, I tested this guide out myself — and **in less than two hours, I generated 42 killer headlines AND short content outlines for each one!** Those 42 headlines have been making their way into Bourn Creative's email newsletter, blog, social media posts, and more.

Here's exactly how I did it, so you can too:

I set aside some quiet, uninterrupted, **focused time at my most creative and productive time of day** with my favorite pen and a blank notebook that was just begging to be filled.

I made a decision to **use anything and everything that popped into my head** when reading through the sentence formulas — no judgements, no self-editing, no second-guessing.

I chose to only focus on the formulas that produced a quick idea. **If I read the formula and nothing came to mind right away, I skipped it and moved in to the next one.**

I committed to write down my ideas about each headline as I came up with it — So if I wrote the headline, *"3 Ways You Could be Sabotaging Your Search Engine Rankings,"* I also listed below it the three reasons. The key is to not overthink it or stress about the content, but to **get your initial thoughts and ideas out of your head and onto paper.**

Then I got started! I started at headline formula #1 and moved through the list, headline by headline, skipping those that didn't spark an idea — without stopping to overthink it, judge or critique my ideas, or second-guess myself — until my time was up. (*Hint: Setting a timer helps turn the process into a focused game or challenge*)

171. _____ Without Even Trying
172. Hundreds of _____ Can't Be Wrong. Why _____
173. 3 Red Hot Keys To _____
174. The Top 10 Reasons You're Not _____
175. What _____ Wants You To Believe About _____
176. _____ Jobs You Can Do Yourself
177. 3 Lies _____ is Telling Your About _____
178. Three Things To Never Tell Your _____
179. Common Mistakes _____ Make And How to Fix Them
180. Top 10 Scary Facts About _____
181. What _____ Can Teach You About _____
182. 3 Killers Ways To _____
183. Are You Secretly _____ And Not Sure What To Do?
184. Triple Your _____ In _____
185. What You Won't Ever Hear A _____ Admit
186. Learn Why Thousands of _____ Do _____ Every Day
187. 6 Lies We Tell Our _____
188. Why _____ Made Me a Better _____
189. Who Else Wants To _____?
190. Why No One Is Talking About _____
191. They Laughed When I _____ But Then I _____
192. 7 Keys To Save On _____
193. When You Know It's The Right Time To _____
194. Skyrocket Your _____ By _____
195. Revealed: Why _____
196. 5 Pitfalls of _____: Banish _____ Forever
197. 3 Questions That Will Make _____ Squirm/Blush
198. 7 _____ That Will Never Go Out of Style
199. Fix Your _____ With a Simple _____
200. How to _____ Even If _____
201. 4 Lies about _____; Believe Them at Your Own Risk
202. Are You Worried About _____?
203. 5 Shocking Reasons _____ Fail (And What To Do About It)
204. The Secret to _____ Even If _____
205. Are you struggling with _____?
206. Why This _____ Isn't For You
207. Sidestep _____ In Three Easy Steps
208. Don't Read This If _____
209. How to _____ Without _____
210. 10 Useful _____
211. Supercharge Your _____
212. New Strategies For/To _____
213. 25 Ways To Screw Up _____
214. 7 _____ That Make You Look Dumb
215. How to Know If You Need _____
216. Bolster _____ With 5 Simple _____
217. Discover Hidden _____ About _____
218. Uncover The Truth About _____

About Bourn Creative

WordPress Weilding, Lego Playing, Board Game Loving Nerds

You're sexy and you know it ... we're nerds and we know it, and we're dedicated to creating beautiful, powerful, profitable platforms for rapidly growing businesses.

For more than eight years, Bourn Creative has been partnering with corporate, small business, and entrepreneurial clients around the world, offering design services and consulting, education, and training.

We work with the belief that process and collaboration should always be married to creativity and fun. So while we like watching Star Wars and playing with Legos, we're serious about helping businesses create visually impressive, functionally superb and always intelligent digital platforms.

✓ **WordPress Website Strategy, Design, and Development**

We build custom, retina-ready, responsive, HTML5 WordPress sites powered by the Genesis framework, and offer end to end service, from initial strategy and planning to go-live and training. Built with sales conversions and marketing in mind, our sites include sales and landing page templates, special list styles, pull quote features, custom opt-in boxes and 3D imagery, and more.

✓ **Brand Strategy and Brand Design**

For those launching a new business, a new division, or a new idea, we start first with the brand strategy, the reputation you want to build in the market, and who your ideal client or customer is. Then we provide a full suite of brand design services, including logo design, stationery design, and presentation design.

✓ **Sales and Marketing Materials Design**

As a business owner, your number one job is to make sales and from email newsletters and social media design, to a full menu of print marketing materials, tradeshow and event materials, and information product design, we've got you covered.

Interested in Playing With Us?

Schedule a free consultation today to learn how we can help transform your business into an extraordinary brand!

Simply visit **www.bourncreative.com/project-inquiry** or give us a call at **916-788-1740** and tell us about your project and we'll get your free consultation on the calendar. *We can't wait to hear from you!*