



FILL-IN-THE-BLANK

# Headline Formulas



**Fill-in-the-blank headline formulas**  
to entice your audience to click!

# Headline Formulas

## HOW TO

How to [blank] in [time-frame]  
How to [benefit] Without Having to [pain point]  
How to [benefit] in [time-frame] Without Having to [pain point]  
How to [blank] Like [famous example]  
How to Survive Your First [blank]  
How to [blank] With [blank] – Step-by-Step  
How to Get to [desired result] Without Having to [pain point]  
How to Become [desired result] When You [pain point]  
How to Turn Your [blank] into [desired result]  
How [number] of People Got [desired result] Without Having to [pain point]

## LEARN TO

Learn to do [blank] Without Having to [blank]  
[Number] Lessons I Learned from [blank]  
[Number] Lessons I Learned about [blank]  
Learn [number] Easy Ways to [achieve desired result]

## AN ACTION

Stop [blank], Start [desired result]  
You Won't Be Able to [achieve desired result], Until You [desired action]  
[Desired action] Now!  
Do these simple [actions] every day to [achieve desired result]

## NUMBER OF WAYS

[Number] Little-Known Ways to [blank]  
[Number] Secrets to Achieve [desired result]  
[Number] Ways to Take the Headache Out of [blank]  
[Number] Ideas to [achieve desired result]  
[Number] Simple Ways to [action]  
[Number] Lessons I Learned From [blank]  
[Number] Easy Ways to [solve problem]  
[Number] Mistakes People Make When [blank]  
[Number] Ways to [achieve desired result]  
[Number] Proven Steps to [achieve desired result]  
[Number] Reasons You're [undesired result]  
[Number] Things I Wish Someone Told Me When I [past action]

## SOMETHING TO LOSE

Do You Recognise the [number] Early Warning Signs of [blank]?  
[Number] Critical Mistakes Hurting Your [blank]  
Don't Try [blank] Without [blank] First  
The Ugly Truth About [blank]  
Is [something commonly done] Causing [blank]?  
[Number] Out of [number][target market] Don't [blank]. Are You One of Them?  
[Desired action] Now, or Regret it Later  
How [blank] Can Lead to [undesired result]  
What You Should Know About [blank]  
[Target market], Are You [undesired result]?  
[Percentage] of [target market] Are Making This Common Mistake

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## SOMETHING TO GAIN

The Top Secret to [desired result] Revealed  
Imagine [desired result]  
No, You Don't Have to [pain point] to [achieve desired result]  
How to Become [desired result] When You [pain point]  
The Quickest Way to [desired result]  
These [number][blank] Could Help You [desired result]  
A Comprehensive Guide to [achieve desired result]  
The Unbelievably Easy Way to [blank]  
Why [blank] Makes You [desired result]  
We Analysed [number][blank]. Here's What We Learned...  
Never Suffer from [undesired result] Again  
For People Who'd Like to [desired result], but Don't Know Where to Start  
You Too Can [desired result] in [time-frame] with [product/service]  
The Ultimate Guide to [achieve desired result]  
Why [problem] (and What to do About it)

## BIG PROMISE

The Guaranteed Method for Avoiding [mistake]  
The Scientifically Proven Formula for [blank]  
This [product/topic] Will [benefit] – Case Study  
I'll Show You How to [desired result] in [time-frame]  
I'll Show You How to [desired result] in [time-frame] Without [pain point]  
We Can Help You [promise] By [result]

## SOCIAL PROOF

Join [number] of [target market] Who Are [desired result] With [product/service]  
How [number] of [target market] Got [desired result] in [time-frame]  
An Incredibly Simple Way That [target market] are Achieving [desired result]  
An Incredibly Simple Way to [desired result] That's Working for [target market]  
[Number] People Have Already [desired action]. Don't miss out!  
The [blank] Over [Number] People Used to [desired result]



# Power Words

Absurd	Enormous	Irresistible	Professional	Sure-fire
Affordable	Ethical	Jaw-dropping	Profound	Surprising
Agonising	Expert	Jumpstart	Proven	Tempting
Alarming	Explosive	Kickass	Quality	Terrifying
All-inclusive	Exquisite	Kickstart	Quick-start	Thrilling
Alluring	Extremely	Latest	Quickest	Transform
Astonishing	Facts	Launch	Rare	Tricks
Authentic	Fail-proof	Legendary	Reasons	Turbo-charge
Badass	Fascinating	Legitimate	Reliable	Tweaks
Basic	Forbidden	Lessons	Remarkable	Ultimate
Beautiful	Formula	Life-changing	Reveal	Unbelievable
Best	Genuine	Limited	Revolutionary	Unconventional
Bold	Glamorous	Little-Known	Riveting	Uncovered
Breakthrough	Gripping	Lucrative	Scarce	Undeniable
Breath-taking	Growth	Luxurious	Secrets	Underused
Brilliant	Guaranteed	Magic	Sensational	Unexpected
Charming	Guide	Mammoth	Seriously	Unforgettable
Colossal	Heart-breaking	Master	Shocking	Unique
Competitive	Heart-warming	Mediocre	Simple	Unlimited
Complete	Heavenly	Memorable	Simplified	Unparalleled
Comprehensive	Ideas	Mesmerising	Sky-rocket	Unseen
Cringe-worthy	Impressive	Miracle	Sneak-Peek	Unstoppable
Critical	Improved	Mistakes	Sneaky	Untapped
Crushing	Incredible	Monumental	Startling	Valuable
Dazzling	Indulgent	Obvious	Steal	Value
Definitive	Innovative	Official	Step-by-Step	Ways
Delicious	Insane	Overnight	Strange	Weird
Delightful	Insider	Packed	Stunning	Wonderful
Devastating	Insights	Painless	Sublime	Worst
Dreamy	Inspiring	Popular	Successful	
Easy	Instructive	Powerful	Super	
Effortless	Intense	Priceless	Supercharge	
Elite	Intriguing	Principles	Superior	