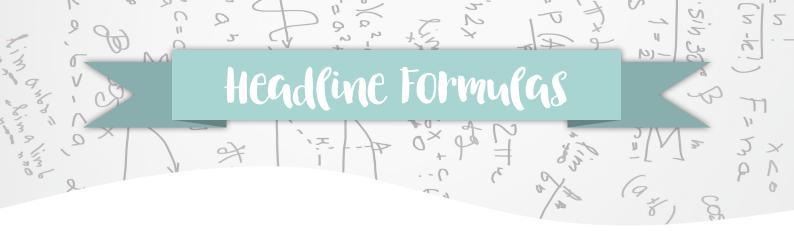




Fill-in-the-blank headline formulas

to entice your audience to click!



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?

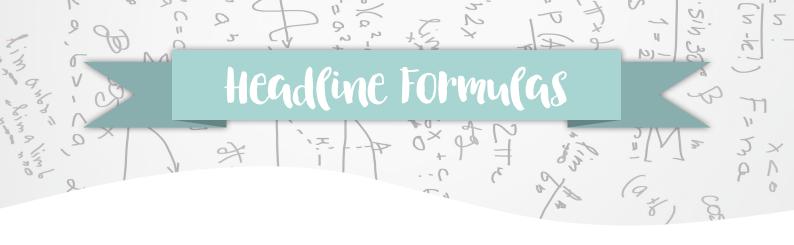
[Desired action] Now, or Regret it Later

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



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 Power Words

Absurd Enormous Affordable Ethical Agonising **Expert** Alarming Explosive All-inclusive Exquisite Alluring Extremely Facts Astonishing Authentic Fail-proof Badass Fascinating Basic Forbidden Beautiful Formula Best Genuine Bold Glamourous Breakthrough Gripping Growth Breath-taking Brilliant Guaranteed Guide Charming Colossal Heart-breaking Competitive Heart-warming Complete Heavenly Comprehensive Ideas **Impressive** Cringe-worthy Critical Improved Crushing Incredible Dazzling Indulgent Definitive Innovative Delicious Insane Delightful Insider Insights Devastating Dreamy Inspiring Instructive Easy Effortless Intense

Intriguing

Elite

Irresistible Jaw-dropping Jumpstart Kickass Kickstart Latest Launch Legendary Legitimate Lessons Life-changing Limited Little-Known Lucrative Luxurious Magic Mammoth Master Mediocre Memorable Mesmerising Miracle Mistakes Monumental Obvious Official Overnight Packed Painless Popular Powerful Priceless

Professional Profound Proven Quality Ouick-start Quickest Rare Reasons Reliable Remarkable Reveal Revolutionary Riveting Scarce Secrets Sensational Seriously Shocking Simple Simplified Sky-rocket Sneak-Peek Sneaky Startling Steal Step-by-Step Strange Stunning Sublime Successful Super Supercharge

Superior

Sure-fire Surprising Tempting Terrifying Thrilling Transform Tricks Turbo-charge Tweaks Ultimate Unbelievable Unconventional Uncovered Undeniable Underused Unexpected Unforgettable Unique Unlimited Unparalleled Unseen Unstoppable Untapped Valuable Value Ways Weird Wonderful Worst

Principles