

# 101 HEADLINE TEMPLATES

*That Get Attention!*



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If your headlines doesn't capture attention, then you're dead in the water before you even start. That's why you need headlines that grab your prospects by the shirt collar and stops 'em in their tracks.

How do you create this sort of attention-getting title? Easy – just use the 101 templates below!

These templates can be used to quickly come up with attention-grabbing email subject lines, lead magnets titles, blog post titles, and more. You can use them directly, or tweak them even more to create dozens of other variations. Either way, you have plenty of titles to produce great results for you!

### **1. The 10 Smartest Things You Can Do To [Get a Result]**

Example: The 10 Smartest Things You Can Do To Improve Your Conversion Rates

### **2. What I Wish I Knew About [Topic] When I First [Started Trying to Get a Result]**

Example: What I Wish I Knew About Nutrition When I First Started Trying to Lose Weight

### **3. [Number] Things You Never Knew About [Getting a Result]**

Example: Five Things You Never Knew About Getting Travel Discounts

### **4. The #1 Reason [Type of Person] [Gets Some Bad Result] (And How You Can Avoid It)**

Example: The #1 Reason Competitive Bodybuilders Peak At the Wrong Time (And How You Can Avoid It)

### **5. Here's What a [Success Result] Looks Like**

Example: Here's What Hydroponic Gardening Success Looks Like

### **6. [Number] Secrets Your [Type of Person] Won't Tell You About [Getting a Result]**

Example: Seven Secrets Your Real Estate Agent Won't Tell You About Selling Your Home

**7. The #1 Way to [Get a Good Result] (That Almost No One Knows About)**

Example: The #1 Way to Cut Heating Bills (That Almost No One Knows About)

**8. [Number] Surprising Reasons [Why You Get Or Do Not Get a Result] – [#X] Is Going To Blow Your Mind**

Example: Six Surprisingly Reasons Why Your Metabolism Has Slowed To a Snail's Pace -- #3 is Going To Blow Your Mind!

**9. One Amazing Secret to Never [Getting a Bad Result Again]**

Example: One Amazing Secret To Never Having Fleas On Your Dog Again

**10. For People Who Want [To Get a Result], But [Don't Know Where to Start or Keep Getting Some Bad Result]**

Example: For People Who Want to Build a Successful PLR Business, But Don't Know How to Start

**11. A Simple [Number] Step Formula for [Getting a Specific Result]**

Example: A Five-Step Formula For Writing Million-Dollar Headlines

**12. The [Number] Simple Steps You Can Take Right Now to [Start Getting a Good Result]**

Example: The Three Simple Steps You Can Take Right Now to Shave 200 Calories Off Your Diet The Easy Way

**13. Here's How To [Engage in Some Activity] Like [Some Expert]**

Example: Here's How To Write Like a Bestselling Author

**14. [Number] Astonishing Secrets of [Getting Some Great Result]**

Example: 10 Astonishing Secrets Of Drastically Improving Your Golf Game

**15. [Number] Little-Known Ways to [Get a Great Result]**

Example: Three Little-Known Ways To Get Classic-Car Parts At a Big Discount

**16. Here's a Surprisingly Quick and Easy Way to [Get Some Result]**

Example: Here's a Surprisingly Quick and Easy To Become a Certified Scuba Instructor.

**17. How to [Get Some Result], Even If [You Don't Possess Some Skill, Experience, Etc]**

Example: How To Get Into Graduate School, Even If You Totally Bombed Your GRE Exams

**18. Here's How To [Create a Type of Thing] You Can Be Chest-Puffingly Proud Of**

Example: Here's How To Write a Mystery Novel That You Can Be Chest-Puffingly Proud Of

**19. [Number] [Amazing/Surprising] [Type Of] Lessons I Learned From [Some Activity or Person]**

Example: Three Surprising Dieting Lessons I Learned From a Buffet Chef In Las Vegas

**20. What [Some Activity, Event, Etc] Taught Me About [Some Topic or Result That's Very Different From the Activity/Event]**

Example: What The 24/7 Cable News Channels Taught Me About Writing a High-Response Sales Letter

**21. The Essential Guide to [Getting Some Result]**

Example: The Essential Guide to Starting Your Own Highly Profitable Etsy Shop

**22. The Secrets of Mastering [Something] To [Get Some Great Result]**

Example: The Secrets of Mastering Five Different Squats To Get Great Quads

**23. An Astonishing Secret That Will Completely Change the Way You [Think About or Do Something]**

Example: An Astonishing Secret That Will Completely Change The Way You Interact On Social Media

**24. [Number] [Type of] Trends That Will [Describe What These Trends Will Do] This Year**

Example: Three Home Remodelling Trends That Will Significantly Boost the Value Of Your Home This Year

**25. The [Number] Absolute Best [Tools/Resources] For [Getting a Result]**

Example: The Seven Absolute Best Tools For Writing Effective Sales Letter

**26. The Shockingly Simple [Type of Tip/Trick/Secret] [Delivers Great Results/Gets People Excited]**

Example: The Shockingly Simple Fat-Loss Trick That's Making Hollywood Celebrities Go Wild

**27. [Number] [Type Of People] Are Getting [Some Type of Awesome Results] With This Simple Trick**

Example: 2,873 Gardeners Are Getting Rid of Aphids With This Simple Trick

**28. What/How [Some Niche Expert] [Does That's Niche Relevant]**

Example: What Veterinarians Do When Their Dogs Get Upset Stomachs

**29. Uncover [Some Benefit] That Lay Hidden [In Some Place]**

Example: Uncover The Profits That Lay Hidden In The Backend Of Your Online Business

**30. Warning: Don't Even Think About [Taking Some Action] Until You Read This Eye-Opening Article**

Example: Warning: Don't Even Think About Buying a Classic Mustang Until You Read This Eye-Opening Article

**31. Is Your [Product, Home, Etc] [Doing Some Awful Thing To You]?**

Example: Is Your Air Conditioner Spewing Toxic Mold Into The Air?

**32. Who Else Wants [Some Benefit] In Just [Short Time Period]?**

Example: Who Else Wants To Houstrain Their Stubborn Puppy In Just 48 Hours?

**33. The #1 Way to [Get a Result]—This One is Backed By Science!**

Example: The #1 Way To Get Over a Dieting Plateau—This One Is Backed By Science!

**34. What Do [Type of People] Know About [Topic or Getting a Result] That You Don't?**

Example: What Do Professional Opera Stars Know About Breath Control That You Don't?

**35. The Big List of [Some Type of Tools, Resources, Etc]**

Example: The Big List Of Backcountry Hiking Resources

**36. Everything You Ever Wanted to Know About [Topic] (But Were Afraid To Ask)**

Example: Everything You Ever Wanted To Know About Finding Your Soul Mate (But Were Afraid To Ask)

**37. To Anyone Who's Ever Been [Embarrassed/Afraid/Other Negative Emotion] [About Some Issue]**

Example: To Anyone Who's Ever Been Embarrassed About Their Skin's Imperfections

**38. [Number] Super Quick And Easy Ways to [Get a Better Result]**

Example: Three Super Quick And Easy Ways To Get Rid Of Bad Breath

**39. If You Can Do [Some Very Simple Thing], Then You [Can Get Some Benefit]**

Example: If You Can Click a Mouse, Then You Too Can Design Beautiful High-Response Lead Pages

**40. They Told Me I'd Never [Get Some Result]—But Just Look At Me Now!**

Example: They Told Me I'd Never Lose 100 Pounds—But Just Look At Me Now!

**41. Would [Some Great Result] [Create Some Improvement In Your Life]?**

Example: Would Getting Rid of Debt Help You Sleep Better At Night?

**42. The [Number] Uber-Effective Habits of [Some Type of Successful People]**

Example: The Three Uber-Effective Habits Of Prolific Writers

**43. Give Me Just [Some Short of Amount Of Time], and I'll [Give You/Show You Some Great Too, Resource, Etc]**

Example: Give Me Just Five Minutes, And I'll Show You How To Meet The Woman Of Your Dreams

**44. How a Simple [Type of Thing] Can [Deliver Great Results]**

Example: How a Simple Advertisement Can Take Your Business To The Next Level

**45. [Some Percent] [People] Will Fail [When They Try To Get Some Result] – Unless They Use This Simple Trick**

Example: Nearly 88% Of People Will Fail When They Try To Lose The Weight And Keep It Off – Unless They Use This Simple Trick

**46. Here Are [Number] Great Reasons Why It's Time to [Break Up With Something/Kiss Something Goodbye]**

Example: Here Are Six Great Reasons Why It's Time To Kiss Your FitBit Goodbye

**47. [Some Specific Thing] is Dead – Here's What Smart [Types of People] Are [Using/Doing] Instead**



Example: Email Marketing As We Know It Is Dead—Here’s What Smart Marketers Are Doing Instead

**48. How to Make [Some Boring Thing] [Fun/Sexy/Etc]**

Example: How To Making Saving Money Fun

**49. Do You Have [Type Of] Worries? Here’s How to Fix Them**

Example: Do You Have Money Worries? Here’s How To Fix Them

**50. The Incredible [Type Of] [Secret/Strategy/Etc] That Almost No One Knows About**

Example: The Incredible Home-Buying Secret That Almost No One Knows About

**51. [Number] [Facts/Stats/Resources/Etc] That Explain Why [Topic]**

Example: Three Amazing Facts That Explain Why You Can’t Get Rid Of Back Pain

**52. How to Use [Some Resource or Strategy] To [Get Some Good Result]**

Example: How To Use Social Media Marketing To Establish Yourself As An Expert In Your Niche

**53. The Incredible True Story [Of How a Person Got Results]**

Example: The Incredible True Story of a Former Truck Driver Who Launched a Million-Dollar Business

**54. The Ultimate [List/Checklist/Resource] For [Getting Some Great Result]**

Example: The Ultimate Home Buyer’s Checklist For Finding The Home Of Your Dreams

**55. What If You Could [Get Some Result] Without [Doing Something Hard]?**

Example: What If You Could Lose Weight Without Putting Any Time In At The Gym?

**56. The [Number] [Types of Things] No [Type Of Person] Should Ever [Do]**

Example: The Three Pieces Of Clothing No Mom Should Ever Wear Out In Public

**57. The [Number] Most Important [Type Of] Questions You Need To Answer [Before You Do Something]**

Example: The Five Most Important Relationship Questions You Need To Answer Before You Pop The Question

**58. [Number] Clever [Type Of] Ideas That Really Work**

Example: Three Clever Home-Design Ideas That Really Work

**59. Here's How to Make Your [Item A] Work Beautifully With [Item B]**

Example: Here's How To Make Your Autoresponder Work Beautifully With Your WordPress Blog

**60. Compare Your [Type of] [Strategy/Products/Etc] To What the Pros Use To Get Great Results**

Example: Compare Your Sales Funnel Strategy To What the Pros Use To Get Great Results

**61. Your Big [Type Of] Breakthrough Is Just One Click Away**

Example: Your Big Weight Loss Breakthrough Is Just One Click Away

**62. The Most Innovative Way You've Ever Seen To [Get Some Result]**

Example: The Most Innovative Way You've Ever Seen To Start Up a New Church

**63. [Number] Amazingly Effective Ideas for [Turning Something Mediocre Into Something Better]**

Example: Two Amazingly Effective Ideas For Turning a Spare Bedroom Into The Entertainment Hub Of Your Home

**64. Your Search For The Perfect [Type of Strategy or Product or Idea] is Over**

Example: Your Search For the Perfect Wedding Theme Is Over

**65. [Some Type of Secret Or Trick] Exposed!**

Example: The Super Affiliate's Lead-Generation Tricks Exposed!

**66. This Is The [Last/Only] [Type of][Strategy/Product] You'll Ever Need**

Example: This Is The Only Organic Pest Control Recipe Book You'll Ever Need

**67. The [Type Of] Quiz: What Is Your Score?**

Example: The Characteristics of Successful Entrepreneurs Quiz: What Is Your Score?

**68. Avoid This [Type Of] Mistake To [Get Some Better Results]**

Example: Avoid This Home Remodeling Mistake To Save Yourself At Least \$10,000

**69. [Number] Simple [Tips/Tricks/Strategies] That Will Immediately [Get You Better Results]**

Example: Five Simple Power-Conservation Ideas That Will Immediately Lower Your Electricity Bill

**70. Take The Guesswork Out Of [Topic] With This [Resource]**

Example: Take The Guesswork Out Of Launching a Successful Crowdfunding Campaign With This Amazing Report

**71. One Simple Piece of [Type Of] Advice That Could [Rock Your World]**

Example: One Simple Piece Of Car-Buying Advice That Could Save You \$7000

**72. The Surprising Truth About [Getting Some Result]**

Example: The Surprising Truth About Saving Your Marriage

**73. [Number] Absolutely Insane Ways to [Get a Result]**

Example: Three Absolutely Insane Ways To Find Your Next Job

**74. The [Number] Lies Your [Type Of Person] Tells You**

Example: The Six Lies Your Insurance Agent Tells You

**75. Here's a [Type of] [Trick/Strategy/Etc] That Works Like Magic**

Example: Here's A Puppy Housetraining Secret That Works Like Magic

**76. [Getting Some Result] Just Got a Whole Lot Easier**

Example: Starting Your Own Local Writer's Group Just Got a Whole Lot Easier

**77. Now You Too Can Take Advantage Of [Some Specific Thing]**

Example: Now You Too Can Take Advantage Of Low Interest Rates To Refinance Your Home

**78. [Number] Good Reasons To [Take Some Specific Action]**

Example: Seven Good Reasons To Write Your Own Kindle Book

**79. Jump Start Your [Specific Thing] With [These Strategies, Secrets, Etc]**

Example: Jump Start Your Blog With These Three Writing Tricks

**80. The Complete A to Z Guide For [Getting Some Result]**

Example: The Complete A to Z Guide For Becoming a Full-Time RVer

**81. The Quick And Dirty Way to [Get Some Result]**

Example: The Quick And Dirty Way To Sell Your Unwanted Books Fast

**82. The Art and Science of [Getting Some Result]**

Example: The Art and Science of Raising a Happy, Well-Adjusted Child

**83. How [Some Bad Thing] [Destroys/Damages/Etc] [Some Good Thing]**

Example: How Sugar Absolutely Destroys Your Body

**84. Just When You Thought You'd Never [You'd Get Some Result], This [Secret/Product/Strategy] Came Along**

Example: Just When You Thought You'd Never Fit Into Those Skinny Jeans Again, This Fat-Melting Secret Came Along

**85. Everyone Focuses On [Strategy]—But [This Strategy] Is the One That Gets Results**

Example: Everyone Focuses On Selling With Facebook Ads – But This Platform Is The One That Gets Great Results

**86. Get Rid Of [Some Bad Thing] Once and For All**

Example: Get Rid Of Your Anger, Fear, and Hurt Once And For All

**87. Here's An Amazingly Simple System For [Getting Some Good Result]**

Example: Here's An Amazingly Simple System For Creating a High-Quality Tutorial Video

**88. Is It [Bad/Cheating/Etc] To [Do Some Thing]?**

Example: Is It Cheating To Use Natural Supplements For Bodybuilding?

**89. You Won't Know You're Making This [Type Of] Mistake Until [Something Happens]—And By Then It Will Be Too Late**

Example: You Won't Know You're Making This Dieting Mistake Until Your Metabolism Is Totally Trashed – And By Then It Will Be Too Late

**90. The Astonishing Confessions Of [Type Of Person]**

Example: The Astonishing Confessions Of A Man Who Learned How To Achieve Inner Peace

**91. Here's The Perfect Way to [Get a Result] If You [Don't Have Some Requirement or Possession]**

Example: Here's The Perfect Way To Create a Bestselling Novel If You Didn't Pass Your English Classes In High School

**92. Here Are [Number] Weird But Totally Effective Ways to [Get a Result]**

Example: Here Are Four Weird But Totally Effective Ways To Train Your Deaf Dog

**93. Are You Still [Using Some Outdated Method or Product][To Get Some Result]?**

Example: Are You Still Using The Scrivener Software To Write Your Novels?

**94. Imagine [Doing Something Awesome]**

Example: Imagine Living 100 Happy and Healthy Years

**95. Here Are [Number][Tricks/Strategies] [That Some Experts] Swear By**

Example: Here Are Six Dieting Tricks That Nutritionists Swear By

**96. [Getting Some Specific Result] Just Got a Whole Lot Easier**

Example: Taking Amazing Professional-Quality Photographs Just Got a Whole Lot Easier

**97. I Used To Laugh At People Who [Tried To Accomplish Some Goal]—And Then The Most Amazing Thing Happened...**

Example: I Used To Laugh At People Who Tried To Make a Living Online By Selling Stuff on Craigslist—And Then The Most Amazing Thing Happened...

**98. [Specific Or Generalized Number Of People] Have [Gotten a Great Result] With This [Strategy/Product/Etc]**

Example: Thousands of Spouses Have Saved Their Marriage With This Amazing Relationship Strategy

**99. [Number] Brilliant [Ways] To [Get Some Type of Results Faster or Easier]**

Example: Six Brilliant Ways To Generate All The Targeted Traffic You'll Ever Need

**100. Do You Remember [When Things Were Easier, When You Could Do Something and Still Get Great Results]?**

Example: Do You Remember When All You Had To Do Was Post an Opt-In Form To Build a Huge Mailing List?

**101. I Dare You To Find a Better Way to [Get Some Result]**

Example: I Dare You To Find a Better Way To Travel Europe On \$100 a Day

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