

Headline Swipe File

The “Ultimate How To” Headline: (Hint: make sure the article itself is packed with useful information or you risk losing your credibility)

Example:

1. The ONLY article you need to read if you want to -----
2. The Ultimate Guide to -----
3. If you read one thing about ----- this year, make it this one!

An Unlikely Lesson Headline: choose completely unlikely combinations for maximum impact such as “what Warren Buffet can teach us about stretching a buck”

Example:

4. What -----(person) can teach us about -----
5. What -----(movie) can teach us about -----
6. What -----(book) can teach us about -----

Here Let me Show you How Headline: Straightforward how-to advice but be careful to sound credible by being ultra-specific

Example:

7. How to ----- 5x Faster.
8. How to ----- 10 times better than the average -----
9. 5 Time tested and research-backed ways to -----

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The Shocker and the Saver Headline: The typical Upworthy and Viralnova headline

Example:

10. By the time you finish reading this ----- will die.
Good news, you can do something about it!
11. What Happened To This ----- Is INSANE. Yet
Somehow I'm completely -----.

Learn from me Headline:

Example:

12. How I ----- in ----- years/ months/ days.
13. Seal This: My tried and tested recipe for -----

The Dissent Creating Headline: Invoke feelings of temporary anger by creating dissent such as in “New Reasons for Women to Feel Bad about Their Bodies” and “Why you aren’t married”.

Example:

14. It is your fault you aren't getting the ----- results
you want!
15. Why you need to stop blaming the world for your
---- problems.

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The Question that Haunts Us All Headline: Our purpose in life? Our personality type? Unfair distribution of riches? And similar mind boggling questions that beg answers.

Example:

16. Why some ----- people always get the best-----
17. 10 ways to find out your ---- personality!
18. 8 Habits of highly effective ----- people.

The History Headline:

Example:

19. 10---- lessons straight out of history books (Hint: all are relevant in today's world)
20. A brief history of ----- and what it can teach us about -----

The Learn from the Masters Headline: “what Steve Jobs can teach us about Innovation” type headlines.

Example:

21. What ---- can teach us about -----
22. When ----- wants to ---- this is what she does!
23. 5 ways ----- remains -----.

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Defy the Odds Headline: The unlikely success story or rags to riches tale because everyone loves an underdog.

Example:

24. How ----- turned around ----- despite -----
25. Can a ----- win a -----?
26. What ---- (person) can teach us about perseverance and hard work
27. What ---- (event) can teach us about unity.

The Lofty Claim Headline: Make a claim (and back it up) that seems almost absurd

Example:

28. Your 3 step plan to kick ----- habit to the curb for good!
29. What if you could do ---- in/ for only ---- (amount, time etc.)?
30. Who says you can't ----- in ----- (amount, time etc.)?

The Existential Crisis Headline:

Example:

31. 3 reasons humans are predisposed to ---- and what you can do about it!
32. Why do we ---- (insert undesirable behavior) and what to do about it.

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Instant Gratification Headline:

Example:

- 33. 3 steps to becoming an overnight ---- sensation.
- 34. Your 3 days plan to a -----.
- 35. Give me 5 days and I will give you -----

Fuck the system headline: The accepted belief about your topic Vs What You Have to Say

Example:

- 36. 10 Lies the ----- Gurus Like to Tell about -----
- 37. Can You Really Trust -----? 5 Things You should know before you decide
- 38. Scientists claim ----- (bad news), I am here to give you the low down on what is REALLY happening.

I am in Danger Headline:

Example:

- 39. Warning: If You are making these ----- mistakes, You might as well give up on your dream of -----
- 40. Is your ----- Safe from these common ---- threats?
- 41. **Can this tiny little ----- mistake cost -----?**

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I am in control headline

Example:

42. 5 Steps you can take today to take charge of your ----- and feel like a -----.
43. Stop the Blame Game: 10 ways you can change -- --- to achieve -----