



How To Write Better Headlines in 30 Minutes or Less.



Online Visibility

ACADEMY

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1. How to [Get a Benefit]

Examples:

- How to Get Six-Packs Abs
- How to Write Cash-Pulling Headlines
- How to Plot the Next Great American Novel

2. How to [Get a Benefit] in Just [Number of Easy Steps]

Examples:

- How to Stage Your Home in Just 10 Easy Steps
- How to Set Up a Blog in Just Five Easy Steps
- How to Housetrain a Stubborn Puppy in Just Three Easy Steps





3. How to [Get a Benefit] Without [Some Bad Thing]

Examples:

- How to Lose Weight Without Hunger Pangs
- How to Get a Ton of Targeted Traffic Without Breaking the Bank
- How to Buy an Investment Property Without a Loan

4. How to [Get a Benefit] Even If [You Don't Have Some Prerequisite]

Examples:

- How to Land a £100,000 Per Year Job Even If You Don't Have a College Degree
- How to Write a Bestselling Romance Novel Even If Your Grammar Sucks
- How to Cook a Four-Course Meal Even if You Can Hardly Boil Water





5. The #1 Way to [Get a Benefit]

Examples:

- The #1 Way to Get Rid of Fleas
- The #1 Way to Monetize a Blog
- The #1 Way to Improve Your Golf Drive

6. The Surprisingly Simple Way to [Get a Benefit]

Examples:

- The Surprisingly Simple Way to Save Hundreds in Home Heating and Cooling Bills
- The Surprisingly Simple Way to Create a Successful Viral Campaign
- The Surprisingly Simple Way to Get Your Teenager to Open Up to You





7. What [Certain Type of People Do] When They Want to [Get a Benefit]

Examples:

- What Doctors Do When They Want to Get Rid of Back Pain
- What Personal Trainers Do When They Want to Lose a Quick 10 Pounds
- What Real Estate Agents Do When They Want to Sell Their Own Home for Top Dollar

8. The Insider's Guide to [Getting a Benefit]

Examples:

- The Insider's Guide to Launching a Six Figure Business
- The Insider's Guide to Retiring at Age 50
- The Insider's Guide to Full-Time RVing





9. What Every [Type of Person] Ought to Know About [Some Topic]

Examples:

- What Every Bodybuilder Ought to Know About Protein
- What Every Gardener Ought to Know About Plant Diseases
- What Every Speaker Ought to Know About Holding the Audience Spellbound

10. [Number] Easy Ways to [Get a Benefit]

Examples:

- Three Easy Ways to Save an Extra \$1000 This Year
- Five Easy Ways to Monetize Your Blog
- Ten Easy Ways to Boost Your Sales Letter Conversion Rate





11. The Quick and Easy Way to [Get a Benefit]

Examples:

- The Quick and Easy Way to Land Your Dream Job
- The Quick and Easy Way to Get Rid of Cellulite
- The Quick and Easy Way to Teach Your Puppy Good House Manners

12. The Secrets of [Some Topic]

Examples:

- The Secrets of Easy Fat Loss
- The Secrets of Catching Trophy Fish





- The Secrets of Finding Your Soulmate

13. The A to Z Guide to [Getting a Benefit]

Examples:

- The A to Z Guide to Building a Backyard Chicken Coop
- The A to Z Guide to Backpacking Through Europe
- The A to Z Guide to Getting Rid of Migraines

14. How to [Save Money on Something Common]

Examples:

- How to Save Money at the Gas Pump
- How to Launch a Business on a Shoestring Budget





- How to Hire Top Freelancers at Bargain Prices

15. [Doing Something] For Fun and Profit

Examples:

- Making Candles for Fun and Profit
- Appraising Jewelry for Fun and Profit
- Being a Local Tour Guide for Fun and Profit

16. The Easy [Number] Step Method for [Getting a Benefit]

Examples:

- The Easy Three-Step Method for Destressing Your Life
- The Easy Five-Step Method for Setting Up a Facebook Ad Campaign





- The Easy Seven-Step Method for Building Your Own Deck

17. The Little-Known Way to [Get a Benefit]

Examples:

- The Little-Known Way to Get Rid of Age Spots
- The Little-Known Way to Save Thousands on Your New Car Purchase
- The Little-Known Way to Feel More Confident

18. [Topic] Made Easy

Examples:

- Copywriting Made Easy
- Putting Made Easy





- DIY Home Remodeling Made Easy

19. [Topic] Magic

Examples:

- Social Media Marketing Magic
- Walleye Fishing Magic
- Murder-Mystery Novel Magic

20. Yes, You CAN [Get a Benefit]

Examples:

- Yes, You CAN Turn Back the Hands of Time and Look 10 Years Younger
- Yes, You CAN Get Rid of that Stubborn Belly Fat





- Yes, You CAN Declutter Your Life

21. The Easy Way to [Get a Benefit] While Saving Loads of Time and Money

Examples:

- The Easy Way to While Saving Loads of Time and Money
- The Easy Way to While Saving Loads of Time and Money
- The Easy Way to

22. What Your [Type of Person] Won't Tell You About [Topic]

Examples:

- What Your Personal Trainer Won't Tell You About Losing the Fat for Good





- What Your Financial Manager Won't Tell You About Low-Cost, High-Yield Investments
- What Your Car Dealer Won't Tell You About Negotiating to Get a Better Deal

23. [Topic][ology/osophy]

Examples:

- Dogology
- Golfology
- Gardenology

24. The Greatest [Thing] On the Planet

Examples:

- The Greatest Diet Guide on the Planet





- The Greatest Copywriting Course on the Planet
- The Greatest Dog-Training Secrets on the Planet

25. Everything You Need to Know About [Topic]

Examples:

- Everything You Need to Know About a Heart-Healthy Diet
- Everything You Need to Know About Starting a Church
- Everything You Need to Know About Your Dog's Back Pain

26. The Nuts and Bolts Guide to [Getting a Benefit]

Examples:

- The Nuts and Bolts Guide to Setting Up an Ecommerce Storefront





- The Nuts and Bolts Guide to Backcountry Hiking
- The Nuts and Bolts Guide to Growing Prize-Winning Roses

27. [Get Some Process] Up and Running Fast

Examples:

- Get Your Etsy Store Up and Running Fast
- Get Your Personal Training Business Up and Running Fast
- Get Your Hydroponic Garden Up and Running Fast

28. The Beginner's Guide to [Topic]

Examples:

- The Beginner's Guide to Writing Irresistible Sales Letters
- The Beginner's Guide to Raising a Parrot





- The Beginner's Guide to Building a Koi Pond

29. A Crash Course in [Getting a Benefit]

Examples:

- A Crash Course in Becoming a Better Bowler
- A Crash Course in Homeschooling Your Child
- A Crash Course in Creating Bestselling Information Products

30. The Only [Type of Course/Guide] You'll Ever Need

Examples:

- The Only Dieting Guide You'll Ever Need
- The Only Blogging Course You'll Ever Need





- The Only Real Estate Investment Guide You'll Ever Need

31. [Number] Tips and Tricks for [Getting a Good Result]

Examples:

- 17 Tips and Tricks for Buying a Classic Car That's Fundamentally Sound
- 7 Tips and Tricks Refinishing Your Kitchen Cabinets
- 10 Tips and Tricks for Securing Your Home Against Intruders

32. [Number] Hacks [For Getting a Good Result]

Examples:

- Five Hacks for Building a Home Theater System on a Budget
- Seven Hacks for Boosting Your Facebook Ad Conversion Rate





- Ten Hacks for Getting More Done in Less Time

33. The Secrets of [Accelerating Your Progress/Results]

Examples:

- The Secrets of Putting Your Career on the Fast Track
- The Secrets of Accelerating Your Fat Loss
- The Secrets of Getting Rid of Wrinkles FAST

34. An Incredibly Easy Way to [Get Some Result]

Examples:

- An Incredibly Easy Way to Write Content More Quickly
- An Incredibly Easy Way to Grow Delicious Tomatoes





- An Incredibly Easy Way to Train for Your First Marathon

35. [Number] Secrets for [Getting Some Benefit]

Examples:

- Three Secrets for Saving Your Marriage
- Five Secrets for Throwing a Great Dinner Party
- Seven Secrets for Saving Money at the Grocery Store

36. The [Type of Person's] Guide to [Getting a Good Result]

Examples:

- The Lazy Marketer's Guide to Building a Huge List
- The Aspiring Writer's Guide to Crafting the Perfect Thriller
- The Bodybuilder's Guide to Winning Fitness Competitions





37. The #1 Proven Formula for [Getting a Benefit]

Examples:

- The #1 Proven Formula for Getting Rid of Fine Lines and Wrinkles
- The #1 Proven Formula Launching a Successful Kickstarter Campaign
- The #1 Proven Formula for Raising Well-Adjusted Children

38. The World's Best System for [Getting a Benefit]

Examples:

- The World's Best System for Retiring Rich
- The World's Best System for Growing Perfect Pumpkins
- The World's Best System for Starting a Profitable Blog





39. The Underground Secrets of [Getting a Benefit]

Examples:

- The Underground Secrets of Impressing Women
- The Underground Secrets of Selling Your Used Car for Top Dollar
- The Underground Secrets of Driving Massive Traffic for Free

40. Kiss [Bad Thing] Goodbye for Good

Examples:

- Kiss Flabby Thighs Goodbye for Good
- Kiss Stress Headaches Goodbye for Good
- Kiss Your Boss Goodbye for Good





41. Stop [Bad Thing] and Start [Getting Some Good Thing]

Examples:

- Stop Dreaming and Start Your Own Business
- Stop Plateauing and Start Losing the Fat
- Stop Spinning Your Wheels and Start Getting More Done

42. Now You Too Can [Get a Benefit]

Examples:

- Now You Too Can Write Better Blog Content
- Now You Too Can Land a Speaking Role in a Movie
- Now You Too Can Learn How to Play the Guitar





43. The Guaranteed System For [Getting a Benefit]

Examples:

- The Guaranteed System for Getting Rid of Mice
- The Guaranteed System for Building an Affiliate Army
- The Guaranteed System for Getting People to Like You

44. The Step-By-Step Guide to [Getting a Good Result]

Examples:

- The Step-by-Step Guide to Creating Beautiful Ecover Graphics
- The Step-by-Step Guide to Building a Raised Flower Bed
- The Step-by-Step Guide to Avoiding Bankruptcy





45. How to [Get a Good Result] – No Experience Required

Examples:

- How to Get a Managerial-Level Job–No Experience Required
- How to Write a Poetry Book–No Experience Required
- How to Teach English as a Second Language Around the World–No Experience Required

46 Fast [Results] // [Results] Fast

Examples:

- Fast Fat Loss
- Get Out of Debt Fast
- Sell Your Home Fast





47. [Topic] 101

Examples:

- Organic Pest Control 101
- Management Skills 101
- Golf Swings 101

48. The Simple Formula for [Getting a Benefit]

Examples:

- The Simple Formula for Investing in Stocks
- The Simple Formula for Overcoming Sadness
- The Simple Formula for Crafting High-Converting Calls to Action





49. The Complete Guide to [Getting a Good Result]

Examples:

- The Complete Guide to Bow Hunting
- The Complete Guide to Building a Better Relationship with Your Spouse
- The Complete Guide to Restoring a Boat

50. How to [Get Some Result] [Like a Pro]

Examples:

- How to Write Ads Like a Million-Dollar Copywriter
- How to Train Like a Boston Marathon Winner





- How to Live Like the World's Happiest Person

