How To Write Better Headlines in 30 Minutes or Less.
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


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


Examples:

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


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


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


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


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


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

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