

Powerful Headlines

How to . . .

eg. "How to Increase Your Sales Up to 500% by Using This One Simple Strategy"

Headlines beginning with 'how to' are very successful, as the Internet is all about information. Internet users have a strong desire to learn. A headline beginning with 'how to' immediately grabs your potential customers' attention and forces them to read on.

Ask a Question

eg. "Are You Sick and Tired of Working For Someone Else?"

Headlines written in the form of a question are very effective, as they appeal to your potential customers' emotions. When they read a headline written as a question, they'll answer the question in their mind. If the question identifies a specific need, want or desire, they'll read on.

Promised Result

eg. "Double Your Income Within the Next 12 months - Guaranteed!"

A promised result headline focuses on the most important benefit your product or service has to offer. It instantly demands your potential customers' attention and intrigues them to read on.

News

eg. "Announcing a Brand New Breakthrough in E-Publishing"

News headlines are very effective and used to announce new products and services. They are written in the form of an announcement or introduction and create curiosity.

Testimonials

eg. "Internet Marketing Exclusive is Pure Genius -- Our Sales Have Increased by 40%!"

Headlines written in the form of a testimonial are very effective, as they instantly begin building trust.

Power Words

Breakthrough
Discover
Discovery
Easy
Free
Guaranteed
Hidden
Incredible
Love
Master
Money
New
Powerful
Profits
Proven
Results
Revealed
Scientific
Secret
Shocked
Shocking
Ultimate
Uncovered
You
Your

According to a Yale University study, the following words are the most powerful words in the English language.

Sex
Money
Discovery
Save
Easy
New
Love
Health
Proven
You
Results
Guaranteed
Safety

More examples

1. Give Me [short time period] and I'll Give You [blank].

This headline promises a strong benefit to the reader, like all good headlines do. But this one is especially effective because it promises to deliver in a very short time period.

- Give Me Five Days – And I'll Give You the Secret of Learning any Subject!
- Give Me Three Minutes a Day – and I'll Give You a Better Complexion.

2. If You Don't [blank] Now, You'll Hate Yourself Later.

We love to belong, but feeling excluded is a real bummer. Whether it be a financial opportunity or the social event of the year, we simply hate it when we get left out.

- If You're Out of the Market Now, You'll Hate Yourself Later.
- If You're Not at SXSW 2007, You'll Hate Yourself Later.
- If You Don't Edit Your .htaccess Now, Google Will Hate You Later.

3. The Lazy [blank's] Way to [blank].

This headline has always worked well with time-pressured people, and that's certainly true for most people today. No one likes to think of themselves as lazy, but everyone likes to save time and effort.

- The Lazy Man's Way to Riches.
- The Lazy Dad's Way to Quickly Getting Dinner on the Table.
- The Lazy Blogger's Way to Write Great Post Titles.

4. Do You Recognize the [number] Early Warning Signs of [blank]?

OK, technically this is still a list, but it's wrapped up in a much more compelling structure than your typical "Top 10" article. People want to avoid problems, and this headline promises the critical tips before it's too late.

- Do You Recognize the 7 Early Warning Signs of High Blood Pressure?
- Do You Recognize the 7 Early Warning Signs of an Employee Meltdown?
- Do You Recognize the 7 Early Warning Signs of Digg Addiction?

5. See How Easily You Can [desirable result].

We love quick and easy when it comes to learning something new or gaining some advantage.

- See How Easily You Can Learn to Dance This New Way.
- See How Easily You Can Own a Lamborghini Miura.
- See How Easily You Can Increase Traffic With Social Media.

6. You Don't Have to Be [something challenging] to be [desired result].

People almost always have preconceived notions about things, and this can be a barrier to taking action. Remove the barrier that stands between them and the desired result with your headline, and people will flock to read what you have to say.

- You Don't Have to Be Rich to Retire on a Guaranteed Income for Life.
- You Don't Have to Be a Geek to Make Money Online.
- You Don't Have to Be an A-Lister to Be a Kick-Ass Blogger.

7. Do You Make These Mistakes?

This is always a powerful attention grabber, since no one likes to make mistakes. If you've targeted your content well for your intended audience, helping people avoid common mistakes is a sure-fire winner with this type of headline.

- Do You Make These Mistakes in English?
- Do You Make These Ajax Coding Mistakes?
- Do You Make These Mistakes With Your Blog?

8. Who Else Wants [blank]?

Starting a headline with "Who Else Wants..." is a classic social proof strategy that implies an already existing consensus desire. While overused in the Internet marketing arena, it still works like gangbusters for other subject matter.

- Who Else Wants a Great WordPress Theme?
- Who Else Wants a Higher Paying Job?
- Who Else Wants More Fun and Less Stress When on Vacation?

9. The Secret of [blank]

This one is used quite a bit, but that's because it works. Share insider knowledge and translate it into a benefit for the reader.

- The Secret of Successful Podcasting
- The Secret of Protecting Your Assets in Litigation
- The Secret of Getting Your Home Loan Approved

10. Here is a Method That is Helping [blank] to [blank]

Simply identify your target audience and the benefit you can provide them, and fill in the blanks.

- Here is a Method That is Helping Homeowners Save Hundreds on Insurance
- Here is a Method That is Helping Children Learn to Read Sooner
- Here is a Method That is Helping Bloggers Write Better Post Titles

11. Little Known Ways to [blank]

A more intriguing (and less common) way of accomplishing the same thing as “The Secret of…” headline.

- Little Known Ways to Save on Your Heating Bill
- Little Known Ways to Hack Google’s Gmail
- Little Known Ways to Lose Weight Quickly and Safely

12. Get Rid of [problem] Once and For All

A classic formula that identifies either a painful problem or an unfulfilled desire that the reader wants to remedy.

- Get Rid of Your Unproductive Work Habits Once and For All
- Get Rid of That Carpet Stain Once and For All
- Get Rid of That Lame Mullet Hairdo Once and For All

13. Here’s a Quick Way to [solve a problem]

People love quick and easy when it comes to solving a nagging problem.

- Here’s a Quick Way to Get Over a Cold
- Here’s a Quick Way to Potty Train Junior
- Here’s a Quick Way to Backup Your Hard Drive

14. Now You Can Have [something desirable] [great circumstance]

This is the classic “have your cake and eat it too” headline — and who doesn’t like that?

- Now You Can Quit Your Job and Make Even More Money
- Now You Can Meet Sexy Singles Online Without Spending a Dime
- Now You Can Own a Cool Mac and Still Run Windows

15. [Do something] like [world-class example]

Gatorade milked this one fully with the “Be Like Mike” campaign featuring Michael Jordan in the early 1990s. Best combined with “How to”

- Speak Spanish Like a Diplomat
- Party Like Paris Hilton
- Blog Like an A-Lister

16. Have a [or] Build a [blank] You Can Be Proud Of

Appeal to vanity, dissatisfaction, or shame. Enough said.

- Build a Body You Can Be Proud Of
- Have a Smile You Can Be Proud Of
- Build a Blog Network You Can Be Proud Of

17. What Everybody Ought to Know About [blank]

Big curiosity draw with this type of headline, and it acts almost as a challenge to the reader to go ahead and see if they are missing something.

- What Everybody Ought to Know About ASP
- What Everybody Ought to Know About Adjustable Rate Mortgages
- What Everybody Ought to Know About Writing Great Headlines