

Instant Headlines!

30 Templates For Creating Attention-Grabbing Headlines In Seconds



By Amy Harrison
www.harrisonamy.com
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30 Ways To A Killer Headline

As one of the most important copywriting techniques, it's no surprise that writing headlines can be incredibly hard and can take up a lot of time (and I'm pretty sure you don't usually complain about having too much time on your hands).

So, on the next page you'll see 30 headline templates that you can use simply by filling in the blanks. Record the relevant answers for your business benefits, or your customer's pain points, so you have them to hand when creating your own killer headlines. For example:

[Product]	Teeth Whitening	Marketing Advice	Accounting Service
[Pain Point]	Stained teeth	Marketing confusion	Tax-form fear
[Niche]	Cosmetic dentistry	Work at home businesses	Small restaurants
[Target market]	Girls 16-25	Work at home moms	Restaurant owners
[Results]	White teeth	Increased sales	Accounts filed
[Benefit]	Improved confidence	Less financial worry	Peace of mind
[Time]	2 hours	2 months	5 days

My Business Headline Words

[Product] _____

[Pain Point] _____

[Niche] _____

[Target Market] _____

[Results] _____

[Benefit] _____

[Time] _____

Benefit driven headlines

Why [target market] are choosing [product] to enjoy [benefit]
Finally, you can have [benefit] and banish [pain]
Join the other [target market] who are enjoying [benefit]
Achieve [results / benefit] with this new / secret / exclusive technique
How simple [product] is helping [target market] achieve [benefit / results]
Why some [target market] are seeing [results] in just [time]
How to solve [pain] with this technique
Our [product] means you have less [pain] and more [results / benefit]. Simple.
How you can increase [results / benefit] by X%, Y% or even Z%
Don't settle for [pain] find out how you can enjoy [results / benefit]

Question headlines

What would your life look like without [pain]?
What if you could [benefit / result] in just [time]?
Would you want to know how to [benefit] by getting rid of [pain]?
Are you missing out on [benefit / result] by not using [product]?
Are you getting the best [product]?
Don't you deserve a life free from [pain]?
Are you curious to find out how [product] is turning around the [niche] industry?
Do you know the [niche] secret to increased [results / benefit]?
If you could increase [benefit] in just [time], would you want to know how?
Are you a [target market] looking for [product] to get rid of [pain]?

Editorial headlines

What most [target market] don't know about [pain]
How [product] works to [benefit]
Introducing a [product] that promises to get rid of [pain] for [target market]
Avoid these mistakes most [target market] make when choosing [product]
Why most companies fail to solve their [pain]
The secret to [benefit] other [target market] are keeping close to their chest
Why [target market] are proving they can beat their [pain]
10 things you need to know about [niche]
Discover the link between [product] and [results]
New [product] techniques that [target market] are saying really work

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Thank you again and let me know if there's anything else I can help you with in your business!

Amy Harrison