

Headline Templates & Examples

1. “At Last, Now You Too Can Discover the Secret of [Getting Some Benefit]!”

Examples:

“At Last, Now You Too Can Discover the Secret of Creating High Quality Content Quickly and Easily Using Content Monkey – Even If You Don’t Consider Yourself a Writer!”

“At Last, Now You Too Can Discover the Secret of Turning Back the Hands of Time With This Amazing Anti-Aging Regimen!”

2. “Who Else Wants [Specific Benefit]?”

Examples:

“Who Else Wants to Create Content Effortlessly?”

“Who Else Wants to Add 25 Yards to Their Golf Drives?”

3. “Here’s the Quick and Easy Way to [Get Some Benefit]...”

Examples:

“Here’s the Quick and Easy Way to Create Sales Letters, Articles, Emails and All the Other Content You’ll Ever Need...”

“Here’s the Quick and Easy Way to Houstrain Your Puppy...”

4. “How to [Start] [Get a Benefit] in as Little as [Short Time Period] From Now!”

Examples:

“How to Start Creating High-Response Sales Letters, Engaging Articles and Profit-Pulling Emails in as Little as 15 Minutes

From Now!”

“How to Lose 10 Pounds, Turn Heads and Start Feeling Great in as Little as One Short Month From Now!”

5. “What If [You Got Some Amazing Result]?”

Examples:

“What if Every Sentence You Write Could Almost Effortlessly and Magically Form on Your Computer?”

“What if You Gazes In the Mirror and Discovered You Looked 10 Years Younger?”

6. “How [Type of People Just Like You] Are [Getting Great Results] – And How You Can Too!”

Examples:

“How Small Business Owners and Content Publishers Just Like You Are Creating High-Quality, Effective Sales Letters, Blog Posts, Emails and Other Content in a Fraction of the Time – And How You can Too!”

“How Busy Moms Just Like You Are Homeschooling Their Children and Getting Them Into the Best Colleges in the Nation – And How You Can Too!”

7. “If You’ve Ever Wanted [Some Great Result], Then [Reader Needs to Take This Step...”

Examples:

“If You’ve Ever Wanted to Create More High-Quality Content for Your Business in a Fraction of the Time, Then You Need To Read This Important Announcement...”

“If You’ve Ever Wanted to Become a Bestselling Author, Then You Need to Drop What You’re Doing and Read This Exciting

Letter...”

8. “Imagine [Getting Some Great Result]...”

Examples:

“Imagine Creating Sizzling Sales Letters, Engaging Articles and Profit-Pulling Emails Simply by Filling in a Few Blanks on a Template...”

“Imagine Seeing Your Name on the New York Times Bestseller List...”

9. “Here’s a Little-Known Way to [Get a Benefit]...”

Examples:

“Here’s a Little Known Way to Quickly and Easily Create All the Content You Need for Your Business... Even if You Flunked High School English!”

“Here’s a Little-Known Way to Rid Your Garden of Pests Without Using Harmful Pesticides or Other Dangerous Toxins...”

10. “When [Type of Expert] Want [Some Type of Result], Here’s What They Do...”

Examples:

“When Professional Copywriters Want to Create High Response, Mouthwatering Sales Letters, Here’s What They Do...”

“When Personal Trainers Want to Get Beach Ready Abs Fast, Here’s What They Do...”