

# Headline Swipes

Headlines are the most important copywriting element in your posts, emails, ads, sales pages, and everything else that you write. It's so important because you have less than 8 seconds to get readers hooked. If your audience isn't compelled to read more, your headline isn't effective.

To be effective, each headline needs to accomplish several of four objectives. It should attract attention and pique interest or curiosity. It should also refer to readers' desires, which often include solutions to problems. And the last objective is to motivate action. When your headline covers several of these things well – Attention, Interest, Desire, and Action (A.I.D.A), you've got a click-worthy, effective headline!

As you craft headlines, keep in mind that you may want to customize them for each platform where you plan to use the content. This helps to optimize engagement and other actions. Some words and phrases work best on a specific platform. For example, on Facebook, headlines with "will make you" received more engagement, whereas on LinkedIn the top-engaging headline phrase included "the future of."

Here are a few headlines you can use for your headlines and sales copy.

1. \_\_\_\_\_ Things Only [target audience] Will Understand About \_\_\_\_\_
2. \_\_\_\_\_ Ways to \_\_\_\_\_
3. \_\_\_\_\_ Ways to Avoid \_\_\_\_\_
4. \_\_\_\_\_ Reasons Why \_\_\_\_\_
5. \_\_\_\_\_ Steps to \_\_\_\_\_
6. \_\_\_\_\_ Types of \_\_\_\_\_ - Which one are you?
7. \_\_\_\_\_ Hidden Secrets about \_\_\_\_\_ Revealed
8. \_\_\_\_\_ Little Known Ways to \_\_\_\_\_
9. \_\_\_\_\_ Days To Better \_\_\_\_\_
10. \_\_\_\_\_ Mistakes \_\_\_\_\_ Make
11. \_\_\_\_\_ Programs To Make Life \_\_\_\_\_
12. \_\_\_\_\_-Minute Solutions To \_\_\_\_\_
13. \_\_\_\_\_ for [target audience] Just Got Easier
14. \_\_\_\_\_ Will Make You \_\_\_\_\_
15. Amazing \_\_\_\_\_ Breakthrough
16. Announcing the First \_\_\_\_\_
17. Announcing, \_\_\_\_\_
18. Are You \_\_\_\_\_?

19. Are You Embarrassed by \_\_\_\_\_?
20. Are You Fed up with \_\_\_\_\_?
21. Avoid These \_\_\_\_\_ Mistakes
22. Awe-Inspiring \_\_\_\_\_ For \_\_\_\_\_ [target market]
23. Breakthrough Secrets of \_\_\_\_\_
24. Break Free with \_\_\_\_\_
25. Breaking Down The Barrier For \_\_\_\_\_
26. Convert \_\_\_\_\_ Into \_\_\_\_\_ In \_\_\_\_ Easy Steps
27. Counteract Devastating Effects of \_\_\_\_\_
28. Discover \_\_\_\_\_
29. Don't \_\_\_\_\_ until You \_\_\_\_\_
30. Don't \_\_\_\_\_ without Reading This
31. Don't Buy \_\_\_\_\_ until You \_\_\_\_\_
32. Don't Take Another Chance with \_\_\_\_\_
33. Experience the Difference of \_\_\_\_\_
34. Exposed! \_\_\_\_\_
35. Facts Every [target audience] Should Know About \_\_\_\_\_
36. Finally, \_\_\_\_\_
37. Find The Best Solution For \_\_\_\_\_
38. Get Rid of \_\_\_\_\_, Once and for All
39. Give Me \_\_\_\_\_ And I'll \_\_\_\_\_
40. If You Don't \_\_\_\_\_, You'll Kick Yourself Later
41. Have a \_\_\_\_\_ You Can Be Proud Of
42. How \_\_\_\_\_ Made Me \_\_\_\_\_ and It Can Help You Too.
43. How a Complete Beginner \_\_\_\_\_
44. How Do You Turn a \_\_\_\_ into a \_\_\_\_\_?
45. How Much \_\_\_\_\_ Is Too Much?
46. How to Build a Better \_\_\_\_\_
47. How the Experts Choose \_\_\_\_\_.
48. How to \_\_\_\_\_ in/by \_\_\_\_\_
49. How to \_\_\_\_\_ in \_\_\_\_ Easy Steps
50. How to Improve \_\_\_\_\_
51. How to Make \_\_\_\_\_
52. How to Protect Your \_\_\_\_\_
53. How Would You Handle \_\_\_\_\_?
54. How Would You Like \_\_\_\_\_?

55. Imagine, \_\_\_\_\_
56. Imagine Yourself \_\_\_\_\_
57. It Pays to \_\_\_\_\_
58. Learn How to \_\_\_\_\_
59. Little Known Ways to \_\_\_\_\_
60. Master \_\_\_\_\_ to \_\_\_\_\_
61. Now You Too Can Have \_\_\_\_\_
62. New \_\_\_\_\_ Make \_\_\_\_\_ Irresistible to \_\_\_\_\_.
63. Put \_\_\_\_\_ to Work for You
64. Salvage Your \_\_\_\_\_ After \_\_\_\_\_
65. See Just How Easy it is to \_\_\_\_\_
66. Simple Methods to Attract \_\_\_\_\_
67. Surviving \_\_\_\_\_ Critical \_\_\_\_\_ Mistakes
68. Take the Guesswork out of \_\_\_\_\_
69. Tapping Into Your Hidden \_\_\_\_\_
70. Tempting \_\_\_\_\_ [target audience] Should Avoid Like The Plague
71. The [target audience's] Best Kept Secret \_\_\_\_\_
72. The Easiest Way to \_\_\_\_\_
73. The Lazy [Insert type of person: Man's, Woman's, Homemaker's] Way to \_\_\_\_\_
74. The \_\_\_\_\_ of Your Dreams
75. The \_\_\_\_\_ You Always Wanted
76. The Next Best Thing to \_\_\_\_\_
77. The Perfect Alternative to \_\_\_\_\_
78. The Secret(s) to \_\_\_\_\_
79. The Healing Power of \_\_\_\_\_
80. The Truth about \_\_\_\_\_
81. This Is Why \_\_\_\_\_ Should (Shouldn't) \_\_\_\_\_
82. Tired of \_\_\_\_\_?
83. Transforming Your \_\_\_\_\_ Into \_\_\_\_\_ For More \_\_\_\_\_
84. Top \_\_\_\_\_ Reasons Why \_\_\_\_\_
85. Unlocking The Door To \_\_\_\_\_.
86. Unlock the Secrets of \_\_\_\_\_
87. What You Need to Know about \_\_\_\_\_
88. Who Else Wants to \_\_\_\_\_?
89. You Don't Have to Be \_\_\_\_\_ to \_\_\_\_\_
90. Your \_\_\_\_\_ is in Serious Danger