

Headline Swipe File

Use this swipe file whenever you need a headline for a Landing Page, Sales Page, or are looking for some inspiration for the titling of your free content!

I've broken up this file into a few different categories, some of which may or may not be usable or relevant to your business.

Feel free to adapt, modify and fill in the blanks for these headlines as you see fit!

GAIN HEADLINES

- For People Who Want/Need [Desired End Result], But Can't [Common Obstacle]
- How to [Desired End Result] When You [Something Challenging]
- You Don't Have to Be Something [Challenging] To [Desired End Result]
- How To Turn ___ Into [Desired Result]
- How To Create A ___ You Can Be Proud Of
- How To Turn Your ___ Into [Desired Result]
- Here's A Quick Way To [Solve Problem] That Will Help You [Desired Result]
- Where [Desired Result] Is, And How To Get It
- There's Big [Desired Result] In ___
- X Questions Answered About [Area of Discussion/Your Audience's Goal]
- Don't Struggle With [Challenge] Any More!
- How To [Method] That'll [Deliver Desired Result]
- How To Use ___ To [Desired Result]
- How To Turn [Challenge/Obstacle] Into [Desired Result]
- How To [Desired Result] and [Challenging Task] Less
- How To [Desired Result] EVEN IF You're Not [Common Objection]
- How To [Desired Result] EVEN IF You Don't Have [Common Objection]

THREAT HEADLINES

- Do You Know These Early Warning Signs of [Thing That Your Audience Doesn't Want]?
- If You Don't ____, You'll [Thing That That Your Audience Doesn't Want] Later
- Why ___ Fails and ___ Succeeds
- Don't Try To ___ Without ___ First
- What Everybody Ought To Know About [Area of Discussion/Your Audience's Goal]
- ___ Might Be Causing You To Miss Out On [Desired Result]
- Don't Try To [Desired Result] Without Any ___

SOCIAL PROOF HEADLINES

- A Simple Way That [Type Of People Your Audience Represents] Can [Desired Result]
- How To ___ Like [Famous Example]
- Why [Large Number Of People] Are [Taking Certain Action/Doing Certain Thing]
- Why [Famous Person] Is [Taking Certain Action/Doing Certain Thing]
- Here's How [Famous Example] Is ___

- A Simple Way To [Desired Result/Outcome] That Is Working For [Type Of People Your Audience Represents]

INTRIGUE

- Your ___ Doesn't Want You To [Read/Watch] This ___ About [Desired End Result]
- Would You Like To Have A ___?
- Where The [Desired Result] Is, And How To Get It
- What Would You Rather Do: [Something Mundane] Or [Achieve Desired Result]?
- Turn Your ___ Into A [Desired Result] Machine!
- Tired Of [Common Challenge]?
- This New ___ Can [Desired Result] While You ___!
- There's Big [Desired Result] In [Premise]
- The Quickest Way I Know to [Desired Result]
- The Art Of [Desired Result]
- The Man/Woman With The ___
- The Amazing Story Of A ___ That Requires So Little [Challenge], You Could ___
- [Desired Result] Like A [Person Your Audience Wants To Be]
- Teach Yourself How To [Achieve Desired Result] In [Time]
- [Challenging Problem] Got You Down? Try This!
- Want To [Desired Result]? The Sooner You Know This, The Better
- [Desired Result] In Half The Time Without [Challenge]
- New ___ Won't/Will [Desired Result] EVEN IF [Challenge]
- Imagine [Transformation Your Audience Wants] – And LOVING Every Minute Of It!
- How Often Have You Said “No, I Haven't [Desired Result] – But I've Been Meaning To”?
- Greatest Goldmine Of [Desired Ways to Result] Ever Jammed Into One Big [Book/Podcast/Video]
- An Open Letter To Everyone Who Wants to [Desired Result]