

101 WICKEDLY GOOD FILL-IN-THE-BLANKS HEADLINE FORMULAS

Here are 101 headlines based on classic copywriting formulas. They're like little templates for writing headlines.

Just insert your own keywords and use for your lead magnets, blog posts or social media posts. It's multi-purpose!

1. The Secret to Getting [Results]
2. The Little Mistake That Costs [Target Market] [Cost] a Year
3. How Much is [Problem] Really Costing You?
4. How to [Results] in [Number] Simple Steps
5. What I Did to Make [\$] in [Number] Years
6. How to Do [Offer] the Right Way the First Time
7. [Number]-Point [Offer] Checklist
8. [Number] Things You Really Need to Know Before You [Action]
9. [Number] Habits of Insanely Successful Business Owners
10. Questions to Ask [Target Market] Before You Sign on the Dotted Line
11. [Number] Mistakes You'll Never Make Again
12. What Nobody Tells You About [Scenario]
13. I REALLY Wish Someone Had Told Me This Before I [Action]
14. [Number] Things That Make You Look Clueless on [Platform]
15. Why the Heck Would You [Action]?

16. How I Got [Result] By Making This Unusual Mistake
17. You Won't Believe How I [Action/Result]
18. [Number] Weird But Effective Ways to [Action]
19. What No-One Tells You About [Action]
20. [Number] Things I Bet You Didn't Know About [Fact]
21. Get Smart... [Number] Ways to Deal with {Problem} Now
22. Who Else Wants [Offer]?
23. How to Give [Problem] the Boot and Win [Goal]
24. The Lazy [Role]'s Way to [Goal]
25. Solve All Your [Problem] by Doing...
26. Get the Same [Results] as Your Competitors
27. What Everybody Oughta Know About [Item]
28. How to [Product/Service] You Can Actually be Proud of
29. Want [Percentage] More Conversions from Your Site?
31. How to [Action] That Drives [Result]
32. How to [Action] in [Number] Easy Steps
33. How to [Action] In [Number] Days
34. The Anatomy of [Offer] That Gets [Goal]
35. How to Use [Offer] to Stand Out
36. Quick Guide: [Offer]
37. How to Rock [Offer]
38. How to Make a Strong [Offer]
39. Give Me [Short Time Period] and I'll Give You [Solution]
40. The Lazy [Role]'s Way to [Action]
41. Do You Recognise the [Number] Early Warning Signs of [Problem]?
42. See How Easily You Can [Result]

43. You Don't Have to Be [Something Challenging] to Get [Goal]
44. Who Else Wants [Goal]?
45. The Secret of Turning [Problem] into [Result]
46. This Method is Helping [Role] to [Goal]
47. Little Known Ways to [Goal]
48. Get Rid of [Problem] Once and For All
49. Here's a Quick Way to [Solve a Problem]
50. Now You Can Have [Goal] [Action]
51. Have to Build a [Goal] You Can be Proud of
52. What Everybody Ought to Know About [Problem]
53. Are You Out of the Loop About [Scenario]?
54. Don't [Action] Without Reading This First!
55. [Number] Secrets for [Goal]
56. Need a [Offer]?
57. It Pays to [Action]
58. Make [Scenario] work for you
59. Are You Ready to [Action]?
60. Take the Guesswork Out of [Scenario]
61. The Easiest way to [Action]
62. [Number] of Things Your [Role] Doesn't Tell You
63. [Number] [Type] Trends for [Year]
64. [Number] Amazing [Item] to Try Right Now
65. [Number] Insane [Items] That Will Give You [Result]
66. [Number] Questions You Should Ask Before You [Action]
67. [Number] Secrets to [Goal]
68. [Number] Resources to Help You Become [Goal]
69. [Number] [Type] Trends You Need To Know About Now

70. [Number] Key Benefits to [Goal]
71. [Number] Weird But Effective [Solution] for [Goal]
72. [Number] Things You Should Never Do [Action]
73. [Number] Kick-Ass Ways to [Action] Like a Ninja!
74. [Number] Things That Make You Look Dumb on [Platform]
75. [Number] Myths About [Scenario]
76. I Wish I had Known [Solution]
77. You're Doing it Wrong: [Action]
78. Today's Big Q: [Scenario]
79. What the Heck is [Solution]?
80. [Item] vs [Item]: Which do You Need?
81. [Item] vs [Item]: Which is Really Better
82. The Little Mistake That Cost Me [\$ or Time].
83. Advice to... [Target Market] Who Want [Goal]
84. Do You Suffer From [Problem]?
85. Whoever Heard of [Target Market] Having [Goal]
86. Discover the [Benefits] You Get With [Solution]
87. Proven: the Most Effective Way to Get [Result]
88. For the [Target Market] That Wants to Reach [Goal]
89. The Right Way to Solve [Problem]
90. Is [Problem] Getting in the Way of You and [Goal]?
91. Want [Result] But Don't Know Where to Start?
92. How [Offer] Solved My [Problem] in Just [Time]
93. What [Experts] Do When Faced With [Problem]
94. Get Your Hands on [Solution] That Got [Results]
95. Make [Problem] Disappear in [Time]

96. What the [Industry] Experts Don't Want You to Know About Solving [Problem]
97. The Secrets of [Target Markets] that Always Get [Results]
98. To [Target Market] Who Want [Results] by [Time]
99. Give Me [Time] and I'll Give You [Solution]
100. This New [Product] Will Get You [Benefits] Galore
101. Five [Problems] Faced by [Target Market]?