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102 Proven Headline Formulas

Take these fill-in-the-blanks templates and complete them to create your own compelling, click-getting headlines.

Get What You Want (Health, Wealth, Relationships, Time and Lifestyle)

1. 10 Money/Time Saving Tips for ______
2. The Secret of Getting the Best Price for Your ______
3. How to Find the Best ______ Deals on the Web
4. Top Gadgets for ______
5. Are _____ Worth the Money?
6. Everything You Need to Know About Getting Cheaper ______
7. Top 10 Tips For Hassle Free ______
8. Best ____ For Under [Price]
9. Unusual but Achievable _____
10. 5 Ways to Boost Your ______ Without Spending More ______
11. Ways to _____ on a Budget
12. 5 Ways to ______ and Profit!
13. 21 Audacious and Creative ______ Ideas
14. Who Else Wants to _____?
15. Now You Can _____ for Free!
16. How to Get ______ in Half the Time
17. 10 Stars and their ______
18. ______ Life Styles of the Rich and Famous
19. How to Look and Act ______
20. Now You Can Have Get More and Better ______ With Less Effort
21. ______ like a Movie Star
22. 9 Ways You Can _____ Better Than You Deserve
23. How to _____ in 10 Seconds
24. Have a _____ You Can Be Proud Of
25. 21 ______ Conversation Tips
26. Finding Your Perfect ______
27. Plan a Perfect ______
28. What _____ Really Want
29. 7 Signs You Are/Can ______
30. Get _____ Now
Crystal Ball and History

31. The History of _______
32. How ______ Will Impact ______ in [Year]
33. ______ Then and Now
34. 40 Predictions on the Future of ______
35. The Modern Rules of _______
36. _____ Lessons from History
37. The ______ Story

Problems and Fears

38. Are _____ a Dying Breed?
39. How to Beat the Fear of ______
40.10 _____ Scams and How to Avoid Them
41. How Secure Are Your _______
42. 7 Most Frightening _______
43. Top 10 Scary _______ Facts
44. Outrageous _______ and How they Could Impact You
45. Get Rid of Your ______ Once and For All
46. Could Your _______ be a _______?
47. What Your ______ is Not Telling You About _________
48. Beware ______ and How to Spot them
49. 10 Good Ways NOT to ______
50. How to Safely _______
51. The Unseen/Biggest Dangers of ______
52. _______ Do's and Don’ts
53. 21 Ways to Screw Up ______
54. 10 Reasons Not to ______
55. 7 _______ Danger Signs
56. 7 things ______ Should Never Do

Fact, Fiction, Secrets, Truth and Lies

57. What Everyone Ought to Know about ______
58. ______ Personality Test: What Your ______ Says About You
59. ______ Lies and How to Spot them
60. ______ Facts and Myths
61. The Real Truth About _______
62. 21 Secrets the _______ Experts Don't Want You to Know
63. 101 Most Popular ______ Myths
64. 10 ________ Facts You Need to Know
65. The Secret of Successful _______
66. Little Known Ways to ______
67. Truth and Lies in ______
68. All You Need to Know about _______
69.10 Lies We Tell Our _______
70. 101 things Not to tell _______
71. Revealed: Why _______
72. How to Spot a Fake _______
**How-To Tricks of the Trade**

73. When is it Smarter to _____ or _____?
74. Little Known Ways to __________
75. 10 Reasons it's Better to _______
76. How to Plan the Ultimate _____
77. How to ______ Like a ______
78. ______ Jobs You Can Do Yourself
79. Here is a Method That is Helping ______ to ______:
80. Here's a Quick Way to ______
81. 7 Creative Ways to _______
82. How to be a __________
83. 9 Surprising Things You Can _______
84. ______ Like an Expert in 10 Easy Steps
85. 21 Expert ______ Tips
86. 5 Reasons You Should ______

**Best and Worst**

87. Top 10 Worlds Cheapest/Best/Most Expensive ______
88. The Worlds Best ______ You Can Actually Afford to Buy
89. The Worlds Worst Ever ______
90. The World's Most Unusual ______
91. Funniest ______ Stories
92. Sexiest ______ in the World
93. The Top 10 Best and Worst ______ in the World
94. Top 19 Most ______ Friendly ______
95. 100 Useful or Beautiful ______
96. 5 Reasons ______ is Better than ______
97. The Worlds Top 10 Most Important ______
98. Top 20 Clips About ______ in Films and Television
99. 10 ______ We Don't Want to See _____
100. 21 Most Hilarious ______
101. The Worlds Worst ______ Advice
102. 10 Reasons ______ is the Worst ______