

# **102 Headline-Writing Formulas**

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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 \_\_\_\_\_