

167 Headline Formulas for Grabbing Your Audience's Attention

(credit: Bailey Richert)

1. How to _____ in "X" Steps
2. How I Made _____ in "X" Steps/Days
3. How to Rock Your _____ While Looking Like a _____
4. How to Completely Change Your _____ in "X" Steps/Days
5. How to Use _____ to Stand Out from the Crowd
6. How to _____ the Correct Way / Like You Know What You're Doing
7. How to Get Rid Of / Stop Doing _____ for Good
8. Where to Find _____ Even When It's Impossible
9. A Complete Guide to _____
10. _____: The Ultimate Guide
11. A Total Beginner's Guide to _____
12. The DIY Guide to _____
13. "X" Things Your _____ Doesn't Want You to Know
14. "X" _____ Every _____ Should Know/Own/Be/Have
15. "X" _____ You Need to Try/Do in [Year]
16. "X" Types of _____
17. "X" Myths About _____
18. "X" Truths About _____
19. "X" _____ Worth Paying for in [Year]
20. "X" Resources to Help You _____
21. "X"-Point Checklist for _____
22. "X" Habits of _____
23. "X" Trends That Will Be Big for _____ in [Year]
24. "X" Things _____ Love About _____
25. "X" Things _____ Hate About _____
26. "X" Essential Things All _____ Need to Own/Know/Have in [Year]
27. "X" Examples of _____ to Inspire/Motivate You
28. "X" Reasons _____ Didn't Happen/You Didn't Get _____
29. "X" Most Effective Strategies for _____
30. "X" Popular Ways to _____
31. You've Been Doing _____ Wrong for Years
32. "X" Incorrect Ways to _____
33. "X" Steps to Achieve _____
34. "X" Creative Ways to _____
35. "X" Foolproof Strategies for _____
36. The Epic Formula to Finally Achieve _____
37. "X" Tactics to Get You to Stop _____ for Good
38. "X" Handy Tips from a _____ Pro
39. "X" Ways to _____ Without _____
40. "X" Tricks to _____

41. The Biggest Mistake I Made in _____ I'll Never Make Again
42. How to Make Sure Your _____ Isn't _____
43. "X" Weird but Effective _____
44. "X" _____ That Will Make You _____
45. "X" Things No One Tells You About _____
46. How to _____ to Drive _____
47. How to Find _____
48. How to Craft/Make/Find a Strong _____ that Will _____
49. How to Develop/Create/Craft a _____ to _____
50. How to Tell if _____
51. A 5-Second Tutorial to _____
52. How to Hack _____
53. "X" Things to Consider When _____
54. "X" Questions You Need to Ask Before _____
55. "X" Signs You Need to _____
56. "X" Rules You Must Follow if You Want to _____
57. "X" Habits of _____ Who _____
58. "X" Surprising Facts about _____
59. "X" Other Names for _____
60. "X" Things You Didn't Know about _____
61. "X" Benefits of _____
62. "X" Tips for the Busy _____ who Still Want to _____
63. "X" Ways to Make Sure Your _____ Is _____
64. Why Hundreds/Thousands of _____ Will _____ This Month
65. The New _____ Everyone is Talking About
66. "X" Strategies/Tips/Tools to Get You _____ Results Fast
67. How _____ Did _____ in Just "X" Days/Months
68. The Big Lie Hiding in _____
69. Warning: Don't Do _____ Until You've _____
70. Is _____ Harming Your _____?
71. "X" Cardinal Sins of _____
72. "X" Mistakes that Are Costing You _____
73. Turn Yourself into a _____ Master in Just "X" Minutes
74. If You Can _____, Then You Can _____ Today
75. "X" Tricks That Will Turn You into the MacGyver of _____
76. "X" Lessons We Can Learn from _____
77. This Simple Method is Helping Worldclass _____ to _____
78. Savvy _____ in [Year] are Focusing on _____ for Results
79. Why I _____ and You Should Start, Too
80. The _____ Everyone is Raving about in [Year]
81. Will _____ Live Up to the Hype? "X" Reasons Why We Do/Don't Think So
82. "X" Ways to Be/Do _____ Revealed
83. Exclusive: The Secret Sauce Behind _____'s _____ Revealed

84. A Simple Way to _____ That Will Work for Any _____
85. What is _____?: A Non-Techie Guide
86. The Ultimate Glossary of _____ Terms
87. Can You Recognize All "X" Warning Signs of _____?
88. Is _____ Causing You to Lose/Miss Out on _____?
89. Why _____ Fails and _____ Succeeds
90. A Powerful Story of "X" _____
91. What You Probably Should Know About _____ by Now, but Don't
92. The Ugly Truth about _____
93. The Ultimate Guide for People Who Want to _____ But Can't Seem to Get Started
94. How to Overcome _____ When _____ is Standing in Your Way
95. You Don't Have to Be/Have _____ to Achieve/Be/Gain _____
96. The _____ Industry's Best Kept Secrets
97. How to Build/Be a _____ You Can Be Proud Of
98. How to Start _____ and Love Every Minute of It
99. Stop Suffering from _____ and Start Loving _____
100. The Lazy Person's Guide to _____
101. Your "X" Biggest Questions About _____ Answered
102. Answers to All the Questions You Have About _____ But Were Too Afraid to Ask
103. How to Remove the Headache from Doing _____
104. Fast-Track Your _____ Results by _____
105. "X" Reasons You Should Do _____ Instead of _____
106. Frequently Asked Questions (and Answers) About _____
107. How to Launch/Start/Do a _____ in "X" Steps
108. How Do _____ Really _____?
109. Understanding _____ vs. _____
110. "X" Mental Barriers to Getting Started as an _____
111. "X" Answers to the Question, " _____?"
112. "X" Websites Where You Can Buy/Find/Do _____
113. "X" Ways to Increase Your Chances of _____
114. How to _____ Even if You've Never Done _____ Before
115. "X" Ideas for _____ to _____
116. How to Get the Most Out of Your _____
117. Why _____ Need to Love/Hate _____ to Succeed
118. "X" Ways to Incorporate More _____ in Your _____
119. The Unknown _____ That/Who is Getting All the Attention in [Year]
120. How to Save Big on _____ This Year
121. Making _____ Look Like Luxury on a Penny Budget
122. Who Else Wants to _____?
123. Thousands/Hundreds of _____ Can't Be Wrong: Learn How They _____ Today
124. Discover the Emerging Trend in _____ That _____ Swears By
125. "X" Legal Loopholes to Help You _____
126. _____ Nightmare: Never Get Yourself Caught Up in _____ Again

127. Avoid the Embarrassment of _____ by Just Doing _____ from the Start
128. What Most _____ Misunderstand About _____
129. A Behind-the-Scenes Look at _____ Before It's Revealed to the World
130. A New Take on an Old Problem: How _____ is Putting Its Own Spin on _____
131. "X" Lessons Learned from _____
132. How to Survive Your First _____ Without _____
133. Are You Still Wasting Time/Money on _____? Here's How to Stop.
134. Is _____ a Scam?: The Powerful Story of One _____ Who Discovered the Hard Way
135. How _____ is Ripping You Off, and What to Do About It
136. Do You Really Need _____ to _____?
137. How Much Do _____ Really _____ in [Year]?
138. How to Turn _____ into _____ in Just "X" Days/Months
139. How _____ Went from _____ to _____ in Just "X" Days/Months
140. The Data-Drive Guide to _____: How to _____ to Avoid _____
141. "X" Common Missteps That Are Costing You _____
142. Do You Know These Overlooked Truths/Mistakes/Laws That Are Costing You _____?
143. Why Having to Do _____ Over Again Isn't a Death Sentence
144. Why Doing _____ Every Day Makes You More _____
145. Why _____ is Really All About _____
146. Why _____ Needs to Go Away Forever
147. "X" Reasons Successful _____ Do _____ Every Day
148. "X" Reasons You Shouldn't Care About _____ (And "X" Why You Should)
149. "X" Ways to Stay Consistent With Your _____
150. How to Attract _____: _____ Reveals Their Secrets
151. Modern/New/Classic _____ That Will Set You Apart From _____
152. The Only _____ Made to _____ Is _____: Are You Using It?
153. Can We All Agree It's Time to Stop _____ Now?
154. No, You Really Don't Have to _____ to Achieve _____
155. I Did _____ for "X" Days/Months; Here's What Happened
156. Here's What Happened When I Stopped Doing _____ for "X" Days/Months
157. After Analyzing "X" _____, This is What We Found
158. "X" Experts Share Their Take on _____: Do You Agree?
159. We Asked "X" _____ What They Would Do About _____; Here's What They Said
160. _____, Are You Leaving _____ on the Table?
161. How to Avoid Looking Silly When Talking About _____: A Water Cooler Guide
162. An Open Letter to _____ About _____
163. The Exact Process I Used to _____ in "X" Days/Months
164. Forget Everything You Know About _____, and Then Read This
165. Master _____ in Just "X" Minutes Per Day
166. The One Thing Your Competitors Don't Want You to Know About _____
167. Smart _____s Do This; Their Competitors Don't

Personal Injury Examples

1. Have You Been In a Car Accident? You NEED to Watch This!
2. 3 Words To Never Say After an Accident
3. True Facts About Insurance Settlements
4. 4 Ways Insurance Companies Try To Screw You After An Accident
5. Injured in a Car Accident? The ONE Thing You Must Know...
6. Fear Tactics Insurance Companies Use After An Accident
7. The Most Important Thing To Do After an Accident
8. 3 Ways Insurance Companies Try To Steal Your Settlement Money
9. The Best Friend For Any Accident Victim
10. The ONE Trick Insurance Companies Use To Scare Accident Victims
11. How To Get The Highest Payout After Your Accident
12. 5 Biggest Mistakes After A Car Accident
13. How Insurance Companies Blame Victims After An Accident
14. 3 Things You NEED to Know After Your Car Accident
15. NEVER Do This After An Accident
16. Injured in an Accident? Avoid This Big Mistake
17. Doing This Could Cost You Thousands After An Accident
18. 5 Steps To An Easy Settlement After An Accident
19. Stop Insurance Companies From Hounding You By Doing This...
20. How To Stop Harassment From Insurance Companies After Your Accident

Criminal Defense

1. 3 Tips To Keep Your DUI Secret
2. Arrested? Doing This ONE thing could save you...
3. 4 Words That Could Ruin Your Case...
4. 3 Reasons Not To Hire a Public Defender
5. Never Say These 3 Things After an Arrest
6. Know Your Rights After Your Arrest!
7. Can Your Charges Be Thrown Out? One Way To Check...
8. Save Your License After a DUI!
9. The Secret To Wiping Away Your DUI Charge
10. Arrested for DUI? The Most Important Thing To Know...
11. He Got His DUI Charge Dropped! By Doing This...
12. The Low-Cost Way To Beat a DUI
13. The Most Common Mistakes After Your Arrest
14. 5 Ways to Avoid Jail Time After Your Arrest
15. The Ultimate Guide To Painless DUI Defense
16. 3 Ways To Help Get Your Arrest Dismissed

17. How To Make Sure Your Employer Doesn't Find Out About Your Arrest
18. Make Your Arrest Disappear Like Magic
19. Falsely Accused? 3 Things You Need To Know...
20. 3 Secrets To Lessen the Effects of Your DUI

Family Law

1. 3 Ways Divorce Can Improve Your Life
2. Reconcile or Divorce? Here's How To Decide...
3. 5 Ways To Help Win A Custody Battle
4. How To Divorce & Still Spend Plenty of Time With Your Kids
5. Fathers! How To Avoid Getting Screwed in a Custody Battle
6. Getting Divorced? Avoid Losing All of Your Assets
7. The Problem with Staying in an Unhappy Marriage
8. 4 Ways to Avoid a Painful Divorce Case
9. Don't Fall For This Child Custody "Trick"
10. 3 Secrets Divorce Lawyers Don't Want You To Know
11. 3 Ways to Ensure You're Paying the Right Amount of Child Support
12. Do This To Help With a Quick, Painless Divorce
13. 3 Ways To Make Sure Your Adoption Goes Through the First Time
14. Don't Get Stuck Paying Too Much Child Support! Read This...
15. The Secret To Keeping Your House After a Divorce
16. 4 Secrets To Lower the Cost of Your Divorce
17. Know Your Custody Rights! Fathers MUST Read This...
18. Is Your Broken Marriage Worth Saving? Find Out...
19. 3 Ways to Keep Your Assets After a Divorce
20. Divorce vs. Separation: Which is Right For You?

Bankruptcy

1. How To STOP Bill-Collectors From Calling...
2. 3 Ways to Keep Your House After a Bankruptcy
3. Is Bankruptcy Right For You? Take this Test...
4. 2 Ways To Silence Nagging Bill-Collectors
5. File For Bankruptcy Without Destroying Your Credit
6. 4 Things You Must Know BEFORE Filing for Bankruptcy
7. The Secret To Keeping Your House After Bankruptcy
8. Avoid the Shame of Filing For Bankruptcy
9. A Bankruptcy Story You'll NEVER Forget
10. 4 Common Bankruptcy Myths - Don't Fall Into These Traps
11. The Secret To Keeping Your Car After Bankruptcy
12. Does Filing For Bankruptcy Affect Your Job? Find Out Here
13. Could Filing For Bankruptcy Improve Your Life? It's Not What You Think...

14. 3 Ways To Avoid Bankruptcy “Hell”
15. Don’t Fall For Bill-Collectors Lies! Know Your Rights...
16. How To File For Bankruptcy & Stay in Business
17. 3 Ways to Avoid Turmoil When Filing For Bankruptcy
18. This Is Why You Should Never Trust Bill-Collectors...
19. His Bill-Collectors FINALLY stopped calling! Find Out How He Did It...
20. Complete Relief After Bankruptcy! Find Out How To Get There...

Estate Planning

1. 3 Ways To Avoid Getting Screwed Out of Your Inheritance
2. How To Pass on The Most Money To Your Loved Ones
3. The IRS Took What?? Avoid This Trap For Your Assets
4. 3 Secrets to Making Sure You Get Your Fair Share of Inheritance
5. The 4 Most Common Myths of Estate Planning
6. 3 Most Costly Estate Planning Mistakes & How To Avoid Them
7. It Was Gone! Avoid Falling For This Estate Planning Trap!
8. He Lost Everything! An Estate Planning Story You’ll NEVER Forget...
9. 3 Secrets To Taking Care of Your Assets After You Die...
10. The Estate Planning TRAP You Must Avoid...
11. 5 Ways to Avoid Estate Planning Nightmares!
12. How Estate Planning REALLY Works...
13. Not Married? Your Partner May Never See a Dime If You Die...
14. How To Avoid 80% of Your Inheritance Being Stolen!
15. The ONE Thing That Could Ruin Your Estate Plan...
16. 3 Things That Could Spell Disaster For Your Estate Plan
17. How To Ensure the Wrong People Don’t Get Their Hands on Your Estate
18. Don’t Let This Ravage Your Estate Plan!
19. The \$50,000 Estate Planning Mistake - And How To Avoid it!
20. My Money Could Go to Who?? Avoid this Estate Planning Blunder