



Headline Swipe File

Headline Tips: Be specific, show a benefit and be clear...not clever.

_____ Ways to _____

_____ Ways to Avoid _____

_____ Reasons Why

_____ Steps to _____

_____ Hidden Secrets about _____ Revealed

_____ Little Known Ways

_____ - If You Only Expect the Best

Amazing _____ Breakthrough

Announcing the First _____

Announcing, _____

Are You _____?

Are You Embarrassed by _____?

Are You Fed up with _____?

Avoid These _____ Mistakes

Break Free with _____

Discover _____

Don't _____ until You _____

Don't Blank _____ without Reading This

Don't Buy _____ until You _____

Don't Take Another Chance with _____

Experience the Difference of _____

Exposed! _____

Finally, _____

Get Rid of _____, Once and for All

Give Me _____ And I'll _____

If You Don't _____, You'll Kick Yourself Later

Have a _____ You Can Be Proud Of

How _____ Made Me _____ and It Can Help You Too.

How a Complete Beginner _____

How Do You Turn a _____ into a _____?

How to _____ in/by _____

How to _____ in _____ Easy Steps

How to Improve _____

Imagine, _____

Imagine Yourself _____

It Pays to _____

Learn How to _____

Little Know Ways to _____

Now You Too Can Have _____

Put _____ to Work for You

See Just How Easy it is to _____

Take the Guesswork out of _____

The Best Kept Secret _____

The Easiest Way to _____

The Lazy [Insert type of person: Man's, Woman's, Homemaker's] Way to _____

The _____ of Your Dreams

The _____ You Always Wanted

The Next Best Thing to _____

The Perfect Alternative to _____

The Secret(s) to _____

The Healing Power of _____

The Truth about _____

Tired of _____?

Top _____ Reasons Why _____

Unlock the Secrets of _____

What You Need to Know about _____

Who Else Wants to _____?

You Don't Have to Be _____ to _____

Your _____ is in Serious Danger