



Headline Swipes

Headlines are the most important copywriting element in your posts, emails, ads, sales pages, and everything else that you write. It's so important because you have less than 8 seconds to get readers hooked. If your audience isn't compelled to read more, your headline isn't effective.

To be effective, each headline needs to accomplish several of four objectives. It should attract attention and pique interest or curiosity. It should also refer to readers' desires, which often include solutions to problems. And the last objective is to motivate action. When your headline covers several of these things well – Attention, Interest, Desire, and Action (A.I.D.A), you've got a click-worthy, effective headline!

As you craft headlines, keep in mind that you may want to customize them for each platform where you plan to use the content. This helps to optimize engagement and other actions. Some words and phrases work best on a specific platform. For example, on Facebook, headlines with "will make you" received more engagement, whereas on LinkedIn the top-engaging headline phrase included "the future of."

Here are a few headlines you can use for your headlines and sales copy.

1. _____ Things Only [target audience] Will Understand About _____
2. _____ Ways to _____
3. _____ Ways to Avoid _____
4. _____ Reasons Why _____
5. _____ Steps to _____
6. _____ Types of _____ - Which one are you?
7. _____ Hidden Secrets about _____ Revealed
8. _____ Little Known Ways to _____
9. _____ Days To Better _____
10. _____ Mistakes _____ Make
11. _____ Programs To Make Life _____
12. _____-Minute Solutions To _____
13. _____ for [target audience] Just Got Easier

14. _____ Will Make You _____
15. Amazing _____ Breakthrough
16. Announcing the First _____
17. Announcing, _____
18. Are You _____?
19. Are You Embarrassed by _____?
20. Are You Fed up with _____?
21. Avoid These _____ Mistakes
22. Awe-Inspiring _____ For _____ [target market]
23. Breakthrough Secrets of _____
24. Break Free with _____
25. Breaking Down The Barrier For _____
26. Convert _____ Into _____ In ____ Easy Steps
27. Counteract Devastating Effects of _____
28. Discover _____
29. Don't _____ until You _____
30. Don't _____ without Reading This
31. Don't Buy _____ until You _____
32. Don't Take Another Chance with _____
33. Experience the Difference of _____
34. Exposed! _____
35. Facts Every [target audience] Should Know About _____
36. Finally, _____
37. Find The Best Solution For _____
38. Get Rid of _____, Once and for All
39. Give Me _____ And I'll _____
40. If You Don't _____, You'll Kick Yourself Later
41. Have a _____ You Can Be Proud Of
42. How _____ Made Me _____ and It Can Help You Too.
43. How a Complete Beginner _____
44. How Do You Turn a ____ into a ____?
45. How Much _____ Is Too Much?
46. How to Build a Better _____
47. How the Experts Choose _____.
48. How to _____ in/by _____

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49. How to _____ in _____ Easy Steps
50. How to Improve _____
51. How to Make _____
52. How to Protect Your _____
53. How Would You Handle _____?
54. How Would You Like _____?
55. Imagine, _____
56. Imagine Yourself _____
57. It Pays to _____
58. Learn How to _____
59. Little Known Ways to _____
60. Master _____ to _____
61. Now You Too Can Have _____
62. New _____ Make _____ Irresistible to _____.
63. Put _____ to Work for You
64. Salvage Your _____ After _____
65. See Just How Easy it is to _____
66. Simple Methods to Attract _____
67. Surviving _____ Critical _____ Mistakes
68. Take the Guesswork out of _____
69. Tapping Into Your Hidden _____
70. Tempting _____ [target audience] Should Avoid Like The Plague
71. The [target audience's] Best Kept Secret _____
72. The Easiest Way to _____
73. The Lazy [Insert type of person: Man's, Woman's, Homemaker's] Way to _____
74. The _____ of Your Dreams
75. The _____ You Always Wanted
76. The Next Best Thing to _____
77. The Perfect Alternative to _____
78. The Secret(s) to _____
79. The Healing Power of _____
80. The Truth about _____
81. This Is Why _____ Should (Shouldn't) _____
82. Tired of _____?
83. Transforming Your _____ Into _____ For More _____

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84. Top _____ Reasons Why _____
85. Unlocking The Door To _____.
86. Unlock the Secrets of _____
87. What You Need to Know about _____
88. Who Else Wants to _____?
89. You Don't Have to Be _____ to _____
90. Your _____ is in Serious Danger