

Implementation Checklist

7 Winning Headline Formulas

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STARTUPClub

Your Checklist

Use these 7 PROVEN headline formulas to grab your customers' attention by the throat and draw them in instantly.

A powerful headline can be the ultimate “marketing weapon”. Here’s how to come up with great headlines that get noticed.

First, review your market research to find your customers’ strongest emotional motivators. Then, consider the benefits that your product/service offers. Finally, use the following formulas to write at least 10 variations of this headline - that will grab your prospective customer’s attention and draw them in instantly.

Result (Benefit) Focus

How To Get [Result] [Quickly] [Without Risk]

EXAMPLE: “How to Get Out of Debt in 90 Days or Less With This Simple, Guaranteed System”

Pain Focus

How To [Eliminate Specific Pain] [Without More Pain]

EXAMPLE: “How to Lose 33 Pounds of Fat Without Torture Diets or Hard Exercise”

Situation Focus

If [Specific Emotional Hot Button Situation Is Happening], Then [Worst Fear Might Be True]

EXAMPLE: “If You Experience Lower Back Pain While Sitting, Then You May Need Surgery”

Action Focus

What To Do If [Specific Hot Button Situation]

EXAMPLE: “What To Do If You Notice Your Husband Looking At Other Women”

Customer Focus

10 Mistakes Most [Customer Description] Make [In Situation] – And How To Avoid Them

EXAMPLE: “10 Mistakes Most Men Make When Approaching Women – And How To Avoid Them”

Approach Focus

Why [Common-Sense Approach] Doesn't Work... And What To Do About It

EXAMPLE: “Why Diets Don't Work...and What To Do About It”

Magic

How To [Turn Problem] [Into Benefit]

EXAMPLES: “How To Use Your Credit Cards To Make More Money.”

Another: “How to Lose Weight by Eating MORE Food.”