

1. Who Else Wants [...]?

Examples

- Who Else Wants More People to Read Their Writing?
- Who Else Wants a Higher Paying Job?
- Who Else Wants More Fun and Less Stress When on Vacation?

2. The Secret of [...]

Examples

- The Secret of Successful Podcasting
- The Secret of Protecting Your Assets in Litigation
- The Secret of Getting Your Home Loan Approved

3. Here Is a Method That Is Helping [...] to [...]

Examples

- Here Is a Method That Is Helping Homeowners Save Hundreds on Insurance
- Here Is a Method That Is Helping Children Learn to Read Sooner
- Here Is a Method That Is Helping Content Marketers Write Better Titles

4. Little-Known Ways to [...]

Examples

- Little-Known Ways to Save on Your Heating Bill
- Little-Known Ways to Optimize Gmail
- Little-Known Ways to Lose Weight Quickly and Safely

5. Get Rid of [...] Once and For All

Examples

- Get Rid of Your Unproductive Work Habits Once and For All

- Get Rid of That Carpet Stain Once and For All
- Get Rid of That Lame Mullet Hairdo Once and For All

6. Here's a Quick Way to [...]

Examples

- Here's a Quick Way to Get Over a Cold
- Here's a Quick Way to Potty Train Junior
- Here's a Quick Way to Back Up Your Hard Drive

7. Now You Can Have [...] [...]

Examples

- Now You Can Quit Your Job and Make Even More Money
- Now You Can Meet Smart Singles Online Without Spending a Dime
- Now You Can Own a Cool Mac and Still Run Windows

8. [...] like [...]

Examples

- Speak Spanish Like a Diplomat
- Party Like Mick Jagger
- Blog Like an A-Lister

9. Have a [or] Build a [...] You Can Be Proud Of

Examples

- Eat a Healthy Diet You Can Be Proud Of
- Have a Smile You Can Be Proud Of
- Build a [*Professional Network*](#) You Can Be Proud Of

10. What Everybody Ought to Know About [...]

Examples

- What Everybody Ought to Know About [Sensible SEO](#)
- What Everybody Ought to Know About Adjustable-Rate Mortgages
- What Everybody Ought to Know About Writing Great Headlines

11. Give Me [...] and I'll Give You [...]

Examples

- Give Me 5 Days – And I'll Give You the Secret of Learning any Subject!
- Give Me 3 Minutes a Day – and I'll Give You a Better Complexion
- Give Me 7 Minutes and I'll Share 37 [Email Marketing Tips](#)

12. If You Don't [...] Now, You'll Hate Yourself Later

Examples

- If You're Out of the Market Now, You'll Hate Yourself Later
- If You're Not at [AWAI's State of the Industry Virtual Summit 2021](#), You'll Hate Yourself Later
- If You Don't Optimize Your Site Now, Google Will Hate You Later

13. The Lazy [...]'s] Way to [...]

Examples

- The Lazy Man's Way to Riches
- The Lazy Dad's Way to Quickly Getting Dinner on the Table
- The Lazy Blogger's Way to Write Great Post Titles

14. Do You Recognize the [number] Early Warning Signs of [...]?

Examples

- Do You Recognize the 7 Early Warning Signs of High Blood Pressure?

- Do You Recognize the 7 Early Warning Signs of an Employee Meltdown?
- Do You Recognize the 7 Early Warning Signs of Social Media Addiction?

15. See How Easily You Can [...]

Examples

- See How Easily You Can Learn to Dance This New Way
- See How Easily You Can Own a Lamborghini Miura
- See How Easily You Can Increase Traffic with Social Media

16. You Don't Have to Be [...] to be [...]

Examples

- You Don't Have to Be Rich to Retire on a Guaranteed Income for Life
- You Don't Have to Be a Geek to Make Money Online
- You Don't Have to Be an A-Lister to Be a Kick-Ass Blogger

17. Do You Make These Mistakes?

Examples

- Do You Make These Mistakes in English?
- Do You Make These WordPress Mistakes?
- [*Do You Make These Mistakes With Your Blog?*](#)

18. Warning: [...]

Examples

- Warning: If You Depend on Google for Both Traffic and Advertising, You Pretty Much Work for Google
- Warning: 2 Out of Every 3 People in Your Industry Will Be Out of Work in 5 Years — Will You Be One of Them?
- Warning: Do You Recognize These 7 Early Warning Signs of Content Burnout?

19. How [...] Made Me [...].

Examples

- How a “Fool Stunt” Made Me a Star Salesman
- How an Obvious Idea Made Me \$3.5 Million
- How Moving to Iowa Improved My Sex Life

20. Are You [...]?

A nice use of the question headline, designed to catch attention with curiosity or a challenge to the reader. Don't be afraid to be bold with this one.

Examples

- Are You Ashamed of Smells in Your House?
- Are You Ready to Learn Marketing for Your Next Job?
- [*Are You a Courageous Blogger?*](#)

21. [...] Ways to [...].

Examples

- 101 Ways to Cope With Stress
- 21 Ways to Live a Better Life with Less
- 5 Ways to Write Killer Headlines

22. If You're [...], You Can [...].

Examples

- If You're a Non-Smoker, You Can Save 33% on Life Insurance
- If You're an Accountant, Our Frequent Flyer Program Really Adds Up
- If You Love Scuba, You Can Dive Belize This Week Only for a Song!

Source: <https://copyblogger.com/10-sure-fire-headline-formulas-that-work/>

