

10 Powerful Headline Formulas

by Eugene Schwarts

1. Numbered lists.

Example: "The Seven Deadliest Crimes Against Yourself."

2. How-to headlines.

Example: "How to Make Anybody Like You!"

3. Secrets.

Example: "Secrets of Eastern Super-Men Revealed at Last!"

4. Question headlines.

Example: "Why Haven't TV Owners Been Told These Facts?"

5. Reason-why headlines.

Example: "Why Models Stay Young Till Sixty!"

6. Make a big promise.

Example: "I'll Make You a Mental Wizard as Easily as This!"

7. Reference to a foreign or exotic location.

Example: "Doctors in Sweden Say There is a Cure for Arthritis."

8. Put a time reference in the headline.

Example: "One Day with This Man Could Make You Rich!"

9. Use the word "now" in the headline.

Example: "Now-Run Your Car Without Spark Plugs!"

10. "Don't pay one penny."

Example: "Don't Pay One Penny Till This Course Turns You Into a Human Computer!"

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