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**1. who else**

Who else wants checks to their mailbox every month?

Who else wants (benefit/result) to their (mailbox/inbox) every (time/day/week/month)?

Who else wants a flat stomach in 30 days?

Who else wants (benefit/result) in (time)?

**2. the secrets**

5 Secrets your Travel Agent Doesn't Want You to know about

(number) secrets your (speciality business person) doesn't want you to know about

5 Secrets your Travel Agent Isn't Telling you about Europe

(number) secrets (speciality business person) isn't telling you about (place)

3 Secrets your Doctor Isn't Telling You about Weight Loss

3 Things your Realtor Isn't Telling you about Buying Land

### **3. reveals everything**

Tony Robbins reveals everything about the power of persuasion.

(celebrity/specialist) reveals (everything/the truth/the dirty little secrets) about (topic/product/industry).

Tony Robbins reveals the dirty little secrets about the power of persuasion.

Celebrated author reveals the dirty truth about the publishing industry.

### **4. If a college dropout**

If a college dropout can do it, so can you.

If a (category of person) can do it, so can you.

If a (college dropout/homeless/15-year old/debt-ridden dishwasher) can do it, so can you

If a (category of person) can do (action), so can you

If a college dropout can flip houses, so can you

If a college dropout can build an online business, so can you

If a (category of person) can do (action), you can do it, too

If a college dropout can flip houses, you can do it, too

If a college dropout can learn how to make money online, you can do it, too

### **5. the cry**

This Diet Plan will make you cry

This (product/service) will make you (emotional reaction)

This Email Marketing Strategy will Shock you to the core

This Real Estate Investing Strategy will Shock You

## 6. I was surprised

I was surprised when I got/saw my first online payment

I was (emotional reaction) when I (verb) (result)

I was surprised when I got/saw my first online payment

I was shocked when I got/saw my first online payment

I was surprised when I saw the numbers on the scale

## 7. blank don't blank

\_\_\_\_\_, don't \_\_\_\_\_

(action verb) don't (action verb)

Attract don't chase

Sleep don't stress

Relax don't worry

Relax don't worry

Relax don't overthink

## 8. blank eliminates blank

\_\_\_\_\_ eliminates \_\_\_\_\_

(noun) eliminates (noun)

Action eliminates fear

Love eliminates fear

## 9. use blank and blank to blank

Use \_\_\_\_\_ and \_\_\_\_\_ to engage your audience

Use (this) and (this) to (action)(audience/group)

Use humor and curiosity to grow your email list

Use humor and curiosity to engage your email list

### **10. blank is the only blank that matters**

\_\_\_\_\_ is the only cologne that matters

(this product/service) is the only (category) that matters

Confidence is the only cologne that matters

Money/Wealth is the only Aphrodisiac that matters/works

### **11. When it comes to \_\_\_\_\_, \_\_\_\_\_ counts**

When it comes to safety \_\_\_\_\_ makes all the difference

When it comes to safety, quality makes all the difference.

When it comes to family, time counts.

When it comes to emergencies, seconds count

### **12. the rethink**

It's time to rethink social media marketing

It's time to rethink (this industry, Facebook marketing, Google +)

It's time to rethink trendy advertising strategies

### **13. the I was**

I was wrong about Google +

I was wrong about (this industry, website, marketing technique)

I was wrong about Google + and that's Good for you

I was wrong about (this industry) and that's (emotion) for you

#### **14. if you want**

If you want to lose weight, you need to quit eating this

If you want (result, desired outcome) you need to quit (action)

#### **15. how to make yourself**

How to make yourself (characteristic, trait, result, desired outcome)

How to make yourself happy

How to make yourself rich

#### **16. how to make yourself \_\_\_\_\_ in \_\_\_\_\_ days**

How to make yourself (characteristic, trait, result, desired outcome) in (number)(time period)

How to make yourself skinny in 30 days

How to make yourself rich in 30 days

#### **17. how to make yourself \_\_\_\_\_ in \_\_\_\_\_ days: a simple guide**

How to make yourself skinny in 30 days: a simple guide

How to make yourself rich in 30 days: a simple guide

How to make yourself rich in 30 days: a foolproof guide

#### **18. the introduce**

Introducing Charles Paul, a Clothing Designer for the Distinctive Man

Introducing (new product, technology, service, brand), a (business, category) for (target audience)

## **19. the when will**

When will Donald Trump and Obama meet for Lunch?

When will (celebrity, brand, website) and (celebrity, brand, website) (verb) (result)

When will Google + get the Attention it Deserves?

When will Bill Gates sell Microsoft?

## **20. is it true**

Is it true that Donald Trump is quitting the presidency?

Is it true that (celebrity, website, brand) (action verb) (result)?

Is it true that Bill Gates is actually a robot?

Is it true that Steve Jobs is still alive?

Is it true that Bill Gates had a Mac Operating System installed into his brain?

## **21. we're from the future**

We're from the future, and we'll show you how to get there

We're from (place) and we'll show you how to get (place)

## **23. is this the future**

Is this the future of advertising?

Is this the future of (industry, brand, technology)

Is this the future of makeup?

Is this the future of social media?

Is this the future of marketing?

Is this the future of travel?

Is this the future of weight loss?

#### **24. is this the face**

Is this the face of modeling for 2018?

Is this the face of (industry, brand) for (year)

#### **25. meet the face**

Meet the face of modeling for 2018

meet the face of (industry) for (year)

Meet the face of advertising for 2018

Meet the new face of advertising for 2018

#### **26. don't wanna do this anymore**

I don't wanna do marketing anymore: confessions of a burned out advertising exec

I don't wanna do (action, industry)(anymore, ever again)

I don't wanna do modeling anymore: confessions of a burned out model

#### **27. I'm tired of**

I'm tired of building websites

I'm tired of (action, industry)

#### **28. don't be this guy**

Don't be this guy: 10 things not to do if you want to keep a girlfriend

Don't be this (category of person) : (number) things (not to do, to do) (if you want)  
(desired outcome)

### **29. how I learned to hate**

How I Learned to Hate Eating Meat: my true story

How I Learned (outcome, result): my true story

### **30. confessions of a**

Confessions of a professional model: 5 things you might want to know

Confessions of a (professional, amateur, part-time, full-time)(industry, profession) :  
(number) things you might want to know

Confessions of a NYC extra: 10 Things you might want to know

### **31. my hands are**

My hands are cold: What does this mean?

My (body part) are (symptom, cold, hot, tingling) : what does this mean?

My fingers tingle: What does this mean?

### **32. how I got my**

How I got my girlfriend back

How I got my (desired result, outcome)

How I got my girlfriend back: a true story

### **33. from \_\_\_\_\_ to \_\_\_\_\_**

from fat to thin in 90 days: what I did

from (former condition, previous physical/mental state) to (current condition, current  
physical/mental state, desired outcome) in (number) (time, minutes, hours, days, weeks,  
months) : what I did

from introvert to extrovert in 30 days: what I did

### **34. you don't have to be**

you don't have to be (condition)

you don't have to be fat

you don't have to be poor

you don't have to be lonely

### **35. it's time to tell you the truth**

It's time to tell you the truth about (industry)

It's time to tell you the truth about email marketing

It's time to tell you the truth about the beauty industry

It's time to tell you the truth about getting white teeth

It's time to tell you the truth about toothpaste

### **36. spills the beans**

well-known weight loss coach spills the beans

(celebrity)(spills the beans, reveals the truth, tells all)

### **37. the most embarrassing thing I said**

the most embarrassing thing I said when on a date

the most (emotional) thing I said when on a/an (activity)

the most embarrassing interview I ever did

### **38. funniest moments**

(industry)(emotional) moments

Golf's funniest moments: A 2018 Roundup

Newscasters Funniest Moments: A 2018 Roundup

### **39. caught on tape**

Caught on Tape: Donald Trump's private meltdown

Caught on (tape, live TV, video, audio): (celebrity, industry titan) (action)

Caught on Live TV: NewsCasters Meltdown

Caught on Video: the moment one child slips into the Gorilla exhibit at the zoo

### **40. the best of**

The Best Quotes on Advertising for 2018

The best (quotes, lines, advice) on (industry) for (year)

### **41. don't be**

don't be nice. be interesting. why no one cares about nice anymore

Don't be (first type, character, trait). Be (type, character, trait). Why no one cares about (first type, character, trait) anymore |

don't be the nice guy. be the bad boy. why nice guys get overlooked and bad guys get looked over

### **42. what I learned**

What I learned from working at the Post Office for One Week

what I learned from (action) at the (industry) for (number)(hours, days, months)

what I learned from working as a substitute teacher for a month

what I learned from working as a fashion photographer's assistant for a year  
what I learned from working as a copywriter for a year

### **43. why being**

Why being snobby is so 90's

Why being (character trait, personality type) is so (adjective)

Why being a slob is so 2000's

### **44. why being blank is blank**

Why being (description) is so (adjective)

Why being the perfect dresser is so 2010

Why being late is so 2010

Why being punctual is so 2015

### **45. the reinvention of**

the reinvention of (industry) : what happened in (year)

the reinvention of Facebook: what happened in 2018

### **46. how being blank taught me blank**

How being (action) taught me (result)

How being quiet taught me humility

How being an extrovert taught me to true happiness

How being an early riser taught me discipline

#### **47. reinvent your**

Reinvent your style for \$25 a month

Reinvent your (category) for (number)(time period)

Reinvent your body for \$25 a month

Reinvent your diet for \$10 a week

#### **48. you won't believe**

You won't believe what happened to Jim Carey on the last SNL

You won't believe what happened to (celebrity) on (appearance)

You won't believe what happened to Tom Cruise on the Today Show

#### **49. they laughed at him**

They laughed at him. They're not laughing anymore.

They laughed at Tom Cruise. They're not laughing anymore.

They laughed when he said he'd lose weight. They're not laughing anymore.

#### **50. what happened**

What happened to Tom Cruise - surveillance videos are hard to believe

what happened to (celebrity) - (videos, pictures) are hard to believe

#### **51. the unthinkable happened**

The Unthinkable happened to me

The Unthinkable happened to (person in industry)

The Unthinkable happened to Tom Cruise - what he did about it

## **52. the unbelievable transformation of**

The unbelievable transformation of Nicholas Cage: From skinny kid to superstar celebrity

The unbelievable transformation of (well known person) from (former status) to (current status)

## **53. from blank to blank**

From poor to rich: How I did it

From (former status) to (current status): How I did it

## **54. worst nightmares**

Lottery Winners worst nightmares: 10 stories that will shock you

(industry category) worst nightmares: (number)(stories, videos) that will (shock you, hard to watch)

## **55. secret fantasies**

Secret Fantasies of Well-Known Actors: #10 will shock you

Secret Fantasies of (description)(industry):(number) will shock you

Secret Fantasies of Highly-Paid Writers

Secret Fantasies of Millionaire Lawyers

## **56. confessions of**

Confessions of a (industry expert) : (number) you need to know

Confessions of an Airlines Pilot: 5 things you should know

Confessions of a Trial Lawyer: 5 things you should know

### **57. It's time**

It's time to talk about your Email Marketing

It's time to (verb) about your (industry)

### **58. I have to tell you the truth**

I have to tell you the truth

### **59. I have to tell you the truth about**

I have to (verb) you the truth about (industry)

I have to tell you the truth about copywriting

I have to tell you the truth about healthy hair

I have to reveal the truth about the acting industry

### **60. It's time to reveal**

It's time to reveal the truth about (industry)

It's time to reveal the truth about Email Marketing

### **61. building the perfect**

Building the perfect (industry, company, product, service)

Building the perfect Autoresponder Campaign

Building the perfect Autoresponder Campaign: 5 Things you need to know

Building a Landing Page that converts: 5 things you need to know

Building an Algorithm that Determines KPI's (Key Performance Indicators)

## **62. identifying the**

Identifying the (descriptive term)(target market) for your (industry)

Identifying the perfect customer for your copywriting business

Identifying the perfect customer for high end menswear fashion

## **63. 3 things my**

3 things my (person in position of authority) never told me about (condition)

3 things my dentist never told me about tooth decay

3 things my Dad never told me about women

3 things my barber never told me about conditioners

## **64. how to (verb)**

How to Keep in Shape like your Grandparents

how to (action, verb, desired result) like your (category of people)

How to Swing Dance like your Grandparents Did: 5 Easy Tricks

## **65. 5 things**

5 things you never knew about (celebrity, authority figure)

5 things you never knew about Sylvester Stallone

## **66. How \_\_\_\_\_ changed my life**

How (action verb, doing this) (once, twice, every) a (day, week, month) changed my life

How Waking up at 5am every day for a year changed my life

How Eating Vegan for 30 days changed my life

## **67. Behind the scenes**

Behind the scenes at (industry) : Prepare to be (emotional reaction)

Behind the scenes at a McDonald's meat processing plant: Prepare to be shocked

## **68. 5 reasons to**

5 reasons to (take action, verb, do something) that (authority figure) never told you about

5 reasons to exercise that your trainer never told you about

5 reasons to laugh every day that your doctor never told you about

## **69. 10 Signs you're**

10 Signs you're (condition) than you (verb)

10 Signs you're Wealthier than you think you are / realize

10 Signs your Happier than you realize

## **70. Strategies of the**

Strategies of the Super Rich: Things you can do right now to bring money into your life

Strategies of the (desired outcome): Things you can do now to bring (desired outcome) into your life

Strategies of Happy Couples: Things you can do right now to Bring Love into your life

## **71. Mistakes that**

Mistakes that became Huge Successes

(negative) that became (positive)

These mistakes became huge successes: true stories of movie accidents that resulted in box office success

## **72. Weirdest Habits of the Rich & Famous**

(descriptive term) habits of the (category of people)

Weirdest habits of Famous Actors: #3 will make you laugh

## **73. the \_\_\_\_\_ next door**

The (category, industry) next door

The millionaire next door

The assassin next door

## **74. Confessions of a \_\_\_\_\_ turned \_\_\_\_\_**

Confessions of a (category) turned (category)

Confessions of a hitman turned priest

Confessions of a mailroom clerk turned CEO

## **75. the best advice**

the best advice I ever got from (category, industry)

The best advice I ever got from Elon Musk

## **76. \_\_\_\_\_ your \_\_\_\_\_ with these \_\_\_\_\_ tips**

Increase your productivity with these 5 tips

Double your income with these 5 tips

## **77. Building the Perfect \_\_\_\_\_**

(verb) the perfect (industry, category) : (number) you need to do right now

Building the Perfect Website: 5 things you need to do right now

Building the Perfect website: 5 tools you need right now

Building the perfect Instagram Page: 5 tools you need right now

**78. Building a \_\_\_\_\_ that \_\_\_\_\_**

(verb) a (category) that (desired outcome, result) : 10 things/tools You need to do right now

Build a Landing Page that Converts: 10 things you need to do right now

Building an email marketing campaign that converts: 10 things you need to do right now

Building a business that makes \$10k a month: 10 things you need to do right now

**79. Building a \_\_\_\_\_ that \_\_\_\_\_ : How I did it**

(verb) a (category) that (desired outcome, result) : How I did it

Build a business that earns \$10k a month: How I did it

**80. Want \_\_\_\_\_ ? Do this!**

Want (desired outcome, result)? Do this!

Want love in your life? Do this!

Want to earn an extra \$5k a month? Do this!

Want to build an audience and grow your profits? Do this!

**81. Is \_\_\_\_\_ overrated? 10 \_\_\_\_\_ share their stories**

Is (desired outcome, result) overrated? 10 (category with desired outcome) share their stories

Is being a millionaire overrated? 10 millionaires share their stories

Is being famous overrated? 10 celebrities share their stories

Is being a celebrated, published author overrated? 10 authors share their stories

## **82. A day in the life of**

A day in the life of (target market celebrity, well-known person, authority figure)

A day in the life of Tony Robbins

A day in the life of Elon Musk

A day in the life of Oprah Winfrey

## **83. Sick of \_\_\_\_\_ Do these**

Sick of being tired? Do these 3 things to get unlimited energy

(negative verb) of being (negative result)? Do (number)(activity) to get (desired outcome, positive result)

## **84. 7 lessons**

7 lessons I learned from working at McDonald's

7 lessons (verb) from (verb)(industry, job category, name of store/company)

7 lessons I learned from working as a Copywriter

## **85. Shortcuts to a**

shortcuts to a 6-figure salary: 5 entrepreneurs share their strategies

shortcuts to a (desired outcome, result) : (number) (industry professionals, successful people) share their strategies

shortcuts to a slim figure: 5 stay-at-home mom's share their strategies

shortcuts to a successful Instagram page: 5 influencers share their strategies

shortcuts to a successful email marketing campaign: 5 creatives share their strategies

shortcuts to healthy and shiny hair: 5 hair models share their strategies

shortcuts to a 5-figure online monthly income: 5 entrepreneurs share their best strategies

## **86. Why I'll never**

Why I'll never eat at McDonald's again: A former employee spills the beans

Why I'll never (action)(industry, profession) again: A former employee (spills the beans, reveals the truth, tells all)

Why I'll never see a chiropractor again: A former athlete spills the beans

## **87. Confessions of a**

Confessions of a NYC extra: Everything You need to Know about working full-time as an extra in NYC

Confessions of a (industry, profession) : everything you need to know about (industry, profession)

Confessions of a NYC extra: 10 Things you need to know about working as an extra in NYC

Confession of a NYC model: 10 Things the industry doesn't want you to know about

Confessions of a Celebrity Hairstylist: Hilarious stories that are hard to believe

## **88. From a**

From (negative circumstance) to (positive circumstance) : How I learned to (verb)(positive outcome, desired result)

From homeless to CEO at Wells Fargo: How I Learned to Rise Above my circumstances

## **89. Is really good**

Is orange juice really good for you? 5 former orange juice drinkers share their stories

Is (product, condition, activity) really good for you?

Is working out really good for you? 5 gym members share their stories

Is being an introvert good for you? 5 introverts share their stories

## **90. Double your**

Double your profits with this one secret trick

(Action verb) your (result, desired outcome) with this (number)(trick, hack, shortcut)

Double your productivity with this one secret hack

Increase your productivity with this one secret hack

Double your dating with this one secret hack

Double your income with this one secret hack

## **91. How I learned**

How I Learned to Stop Eating Sugar: 3 Techniques I Used to Kick the Sugar Habit

How I Learned to stop (negative action): (number)(techniques, ways, steps, method, tricks) I used to kick (negative action)

How I Learned to Stop Being Codependent: 3 Valuable Techniques I Employed to Gain Perspective

## **92. Everything you know about**

Everything you know about coffee is wrong: 3 Facts that will Amaze You

Everything you know about (subject, industry, topic) is wrong: (number) facts that will (amaze, shock, horrify, astound) you

## **93. Is this the End of**

Is this the End/Death of Facebook? 3 Social Media Marketing Titans Think So

Is this the End of (industry, topic, brand, category) : (number)(experts, industry titans, authority figures) think so

Is this the End of Traditional TV Advertising? 3 Million Dollar Advertising Agencies Think so

## **Bonus Headlines**

### **94. 10 Best for**

10 Best Jobs for Introverts: 2018 Guide

(number) (description) (desired outcome) for (category of people) : (year) guide

5 Worst Jobs for Introverts: 2018 Guide

10 Best Jobs for SneakerHeads: 2018 Guide

5 Best Jobs for Camping Enthusiasts: 2018 Guide

### **95. The opportunity**

The Billion Dollar CryptoCurrency Opportunity No One's Talking About

The (number, dollar amount) (brand, category, industry) opportunity (no one, everyone, most people) are (talking about, missing, ignoring, forgetting)

### **96. The Secret**

The Secret Life of Bill Gates

The Secret Life of (celebrity, authority figure, well-known person, industry titan)

The Secret Life of Bill Gates : Former Housekeeper Tells All

The secret life of (celebrity, authority figure, industry titan) : former (employee) tells all

### **97. After watching**

After watching this video, you'll never want to eat meat again

After (watching, seeing) this video, you'll never want to (action) again

After seeing this video, you'll never eat sugar again



