52 Headline Hacks

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http://headlinehacks.com

List headlines
Bite-sized content readers adore

- 7 ways to [do something]
- 101 [blank] for [event/cause/process]
- 72 killer resources for [audience/process]
- The top 10 [blank]
- 7 [blank] secrets every [audience] should know
- 7 surprising reasons [blank]
- The 5 laws for [blank]
- 7 steps to [blank]
- Get [blank]! 10 ideas that really work
- 7 things your [target audience] needs to hear you say

Threat headlines
What keeps your readers awake at night?

- How safe is your [valuable person/object] from [threat]?
- 7 warning signs that [threat]
- Warning: [threat]
- Can we really trust [person/company/product]?
- The shocking truth about [threat]
- The great [threat] hoax
- How [threat] gambles with your [blank]: 7 ways to protect yourself
- 9 lies [group of people] like to tell
- 13 things your [trusted person] won't tell you
- 5 little-known factors that could affect your [blank]
- [your audience] alert: The new [blank] scams to avoid

How to headlines
A tried and true technique

- How to [blank]
- How to be [desirable quality]
- How to [blank] even if [common obstacle]
- How to [blank] without [objectionable action]
- How to [do something] while you [do something else]
- How to [blank] and [blank]
- How to [do something] that your [target audience] will love
- How to use [blank] to [blank]
- How to [blank] in [year]
- How to [blank] - the ultimate guide
- How to be smart in a world of dumb [group]

Zen headlines
Simple, easy to implement tips for your readers

- The zen of [blank]
- Can't keep up? 11 ways to simplify your [blank]
- The minimalist guide to [aggravation]
- 10 shortcuts for [completing tedious process] in record time
- Get rid of [recurring problem] once and for all
- How to end [problem]
- How to [blank] in 5 minutes
- 101 [blank] hacks: A cheat sheet for [blank]

Mistake headlines
Irresistible teasers from the masters

- Do you make these 9 [blank] mistakes?
- 7 [blank] mistakes that make you look dumb
- 5 [blank] mistakes that make you [look/sound] like a [blank]
- 11 [blank] mistakes you don't know you're making
- Don't do these 12 things when [blank]

Piggyback headlines
Riding on the back of a famous brand

- [Do something] like [famous person]: 20 ways to [blank]
- [Famous person's] top 10 tips for [blank]
- The [world-class example] school of [blank]
- The [world-class example] guide to [blank]
- Secrets of [famous group]
- What [world-class example] can teach us about [blank]

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