

IDEA STARTERS



52

**Headline Archetypes
to Get Your Creative
Juices Flowing**

Accelerated Training Services
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Research shows that certain “types” of headlines work better than others. For instance, “how to” and “question” headlines can be very effective at drawing your prospects into the copy.

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The following is a list of headline archetypes that work. Use them to spark ideas for creating winning headlines for your packages.

1. **How To** (ACCOMPLISHMENT) **By** (DOING SOMETHING UNEXPECTED)

2. **How To** (ACCOMPLISHMENT) **In** (TIME FRAME)

3. **How To Turn** (PROBLEM) **Into** (BENEFIT)

4. **How To Get** (GOAL) **From** (SOMETHING COMMON)

5. **How To Improve Your...**

6. **How To Start...**

7. **How To Have...**

8. **How To Make** (SOMEONE/SOMETHING) **Do** (SOMETHING GREAT)

9. (PROBLEM) — **How To Fix It**

10. **How To Get Free** (PRODUCT/PROGRAM)

11. **How You Can** (ACTION) **In The Next** (TIME FRAME)

12. **How An Uninformed** (PERSON / ACTION) **Made a Fortune In** (BUSINESS TYPE)

13. **How An Unexpected** (EVENT) **Changed My** (SITUATION)

14. **How I** (ACCOMPLISHMENT) **In** (TIME FRAME)

15. **How I** (ACCOMPLISHMENT) **By** (SOMETHING UNEXPECTED)

16. **How I Improved My** (PROBLEM)

17. **(#) Ways To** (PROMISE)

18. **(#) Ways To Avoid** (PROBLEM)

19. **(#) Steps To ...**

20. **(#) Ways To ...**

21. **(#) Ways To Beat** (PROBLEM)

22. **Get Rid Of Your** (PROBLEM) **Forever!**

23. **Buy No** (PRODUCT TYPE) **Till You've Seen** (PRODUCT NAME OR DESCRIPTION)

24. **Read This And** (PROMISE/THREAT)

25. **Dare To Be ...!**

26. **Read This Or** (THREAT)!

27. **What Makes ...?**

28. **Do You Make These Mistakes In ...?**

29. **Want To Be** (BETTER CONDITION)?

30. (PROBLEMS) — **Which Do You Want To Overcome?**

31. (PERSONALIZED GREETING), **Here are (#) (PRODUCTS) Of Interest To You. Which (#) Do You Want Free?**

32. **Are You Ever** (PROBLEM)?

33. **Tired/Fed Up With** (PROBLEM)?

34. **Should You** (SOMETHING YOUR PROSPECT IS THINKING ABOUT DOING)?

35. **Are You ...?**

36. **Are You Ashamed Of** (PROBLEM)?

37. **Secrets Of** (SOME KIND OF EXPERT)

38. **What Never Ever To** (COMMON CHORE/ ACTION)

39. **The Truth About ...**

40. **What You Should Know About ...**

41. The One Sensible Way To ...

42. What Every (PERSON) Should Know

43. The Secret Of ...

44. Why ...

45. What It Takes To ...

46. **What Everybody Ought To Know ... About This**
(BUSINESS TYPE)

47. **Little Known Ways To** (BENEFIT)

48. **The Wrong Way And The Right Way To** (DO SOMETHING
DIRECTLY RELATED TO YOUR BUSINESS)

49. **The Secret Of** (ACCOMPLISHMENT)

50. **When Experts** (FAILURE / PROBLEM) — **This Is What They Do**

51. **The Secret Of ...— Yours If You Qualify**

52. **Your** (SOMETHING IMPORTANT TO YOU) **Is In Imminent Danger**
