

80% is the Headline

Headlines

Incredibly Good without Incredibly Bad

How [Premise] got me a [Awesome Outcome]

When I ate massive amounts of rich, delicious, simple to make foods, I lost 18 points in 29 days!

Are you [In this kind of pain or anxiety?]

Are you tax returns going to throw up red flags and cause an audit? Are you SURE?

How I [Achieved an Awesome Outcome] [by overcoming a massive disadvantage]

How I earned a 735 credit score with 2 Tax Liens on my Credit Report!

How To [Live the Promise] starting with [A Low Magnitude Change, Activity, or Situation]

How to Buy an Apartment Building for less than the cost of one unit's monthly rent

For the [Prospect in Pain] How to [Live the Promise] starting with [A Low Magnitude Change, Activity, or Situation]

For the Busy Mom: How to quickly cook healthy meals your children will love without ever turning on the oven.

If You [Can/Are/Have] then You Can [Have an Awesome Outcome]

If you suffer from Chocolate Cravings, you can Sleep Better and Lose Ugly Fat starting tomorrow!

{Secrets/Tricks/Strategies/Techniques/Systems} of a {Prospect who is living the Promise}

The Daily Rituals of The Healthiest, Most Attractive People in the World.

[WARNING/Alert/Attention/Be Advised] - [A Specific Kind of Prospect] will [Experience/Become] [A Situation even MORE painful than the one they are currently in]

Warning: If you are the only member of your LLC, you might as well hand over the keys of your bank account, family home, and children's college fund.

[Give Me/Show Me] [A Situation/Amount of Activity] and I'll [Deliver You to the Promise Land/Prevent You From Experiencing More Pain]

Give me 18 minutes and I'll show you how to never pay more than 30 cents per visitor again

{Number or Statistics} of a [Type of Prospect] are [Now Living in the Promise Land] [despite] [An Initial Negative Reaction to the Premise]

19,231 with Cholesterol higher than 300 eliminated their heart disease risk despite scoffing at the idea of eating MORE fat every day.

[Number] of ways to [Reach the Shore of the Promise Land] while [not increasing pain/effort/anxiety/loss]

22 ways to instantly triple each of your employees daily output while maintaining their current salary level

Addressing Flaws

The Damaging Admission

Too Good To Be True

Negative to Positive Pivot

No, it's not this (And frankly, this is kind of lame when you thing about it)...

But what it IS is real, genuine, and satisfying.