

24 PROVEN HEADLINES

How to

How to... achieve something specific

HOW TO CASE STUDY

The Promise

You can... achieve something by doing something

MISTAKES

X "TOPIC" MISTAKES THAT RESULT IN A LOSS

THE SECRET

THE SECRET OF... SOMETHING

THE REASON WHY

CALL THEM BY NAME

The name of your target niche

THREAT HEADLINES

Something threatening

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Social Proof

[A number of groups or communities] do [something]

THE BEST WAY TO

The Race

The fastest way to [desired result]

WHAT DO WE DO WHEN...

HOW WE DO [TOPIC]

WHY/HOW X DOES Y

Why [successful person] does [desired results]

VS.

[PRODUCT]
VS.
{PRODUCT}

THE EXPERIENCE

[topic] I learned from [famous person]

THE SCIENCE

The science of [topic]

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**I Will
Make
You...**

**[X]
WAYS TO
MAKE...**

**Can We
Guess...**

ONLY [X] IN...

ONLY [X] OF [Y] PEOPLE
CAN DO [PAIN POINT]

...GOES VIRAL

DO [TOPIC] THAT GOES VIRAL

**WHO ELSE
WANTS**

Who Else Wants
[Blank]

GET RID OF

Get Rid of
[Problem]

DO X LIKE Y

Do [Something]
Like
[Famous Example]

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