

WELCOME PACK

**COPYWRITING
MASTER CLASS**

MASTER CLASS

**THE ULTIMATE
HEADLINE SWIPE FILE**

Let's start at the very beginning....

What's a swipe file?

A swipe file is a compilation of great, nah, excellent ideas. You can create a swipe file for almost anything and it's particularly useful for headlines.

Classic headline formulas have stood the test of time. Even in the age of new media, they still work. Why? **People haven't changed.**

You can modify the headlines, of course, but you don't need to invent that wheel again. Understand?

I know you're busy though, so I've created a headline swipe file you! And it's packed with fill-in-the blanks headline templates.

Why are headlines important?

Headlines aren't just important. They could just be the MOST important part of your copywriting and they are worth spending time on.

Copyblogger summarises it best...



On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest.

Your headline is the first, and perhaps only, impression you make on a prospective reader. Without a compelling promise that turns a browser into a reader, the rest of your words may as well not even exist.

- Copyblogger

Convinced?

The process

You can brainstorm clickable, compelling headlines in just four steps:

1. **Spend time thinking about your audience.** What are their secret desires? Their hidden fears and mega frustrations? Understanding your reader, really getting under their skin, is what will give you the edge.
2. **Fill in as many headline templates as you can.** Don't judge them. Don't edit them. Just write them.
3. **Review and cull** the ones that wouldn't get someone's attention if your headline came with free cash.
4. **Revise and repeat** the ones left.

A compelling headline attracts eyeballs. It strikes into the heart of someone and starts a fire in their belly. So much so that they can't wait *another second* to find out more.

To find out more techniques on writing compelling, clickable headlines (like the best words to put in the blanks), stay tuned for Module 2.

Right. Let's bring these bad boys out, shall we?

Teach people 'how to' – *people can't resist learning*

1. How to [blank]
 - a. How to get
 - b. How to have
 - c. How to keep
 - d. How to start/begin
 - e. How to become
 - f. How to improve your
 - g. How to develop
 - h. How to get the most out of
 - i. How to avoid
 - j. How to end
 - k. How to get rid of
 - l. How to conquer
 - m. How to enjoy
 - n. How to find the best
 - o. How to safely
2. How to [blank] – The Essential Guide
3. How to [blank] like [blank]
4. How to [blank] even if
 - a. How to [blank] without [blank]
5. How to [blank] while [blank]
6. How to use [blank] to [blank]
7. How to [blank] in 5 easy steps
8. How to spot a fake [blank]
9. How to get [blank] in half the time
10. How to have a [blank] you can be proud of
11. How secure are your [blank]
12. How to plan the ultimate [blank]
13. How to be smart in a world of dumb [group]

Make a list – *bite size chunks of awesome*

14. 10 best [blank]
15. 17 reasons why you should [blank]
16. 5 reasons why [blank] is [blank] than [blank]
17. Top 7 [blank]
18. 3 most common mistakes [your audience] make
19. 10 [adjective] examples of [blank]
20. 5 ways to boost your [blank] without [blank]
21. 101 tips for [blank]
22. Top 7 [blank] for hassle-free [blank]
23. 5 ways to [blank] and profit!
24. 15 audacious and creative ways to [blank]
25. 7 signs you are [blank]
26. 10 scary facts about [blank]
27. 10 danger signs you're [blank]
28. 21 secrets the [blank] experts don't want you to know
29. 50 lies you're told about [blank]
30. 9 surprising ways you can [blank]
31. 5 surprising reasons you will never [blank]
32. 7 secrets of [blank]
33. 10 reasons not to [blank]
34. 7 things your [audience] need to hear you say

Ask a question – *get them thinking*

35. Are you worried about [blank]?
36. Are you tired of [blank]?
37. Have you ever wondered how [blank]?
38. Who else wants [blank]?
39. Are you sick of being [blank]?
40. Do you make these mistakes when you [blank]?
41. What would happen if you [big change/accomplishment]?
42. Do you know what keeps your [blank] from getting better?
43. Is your [blank] lying to you?

Tap into secrets, power, prestige – *everyone wants it*

44. The secret of [blank]
45. The secret to [blank]
46. What the [group of people] can teach you about [blank]
47. What [blank] can teach you about [blank]
48. Little known ways to [blank]
49. Little known facts about [blank]
50. The secrets [blank] don't want you to know
51. The must-know secrets of [blank]
52. The [famous person] guide to [blank]
53. Get more [blank], now
54. Be the [sex symbol] of [blank]
55. Become a great [blank] with little or no effort
56. The real truth behind [blank]
57. The top 10 myths about [blank]
58. The truth smart people already know about [blank]

Tap into fear – *of what's keep them awake at night*

- 59. The top lies [blank] tell you [all the time]
- 60. The unseen danger of [blank]
- 61. How safe is your [blank] from [blank]
- 62. Warning: [blank]
- 63. [audience] Alert: The latest [blank] scam to avoid
- 64. The shocking truth about [blank]
- 65. Little known facts that could affect your [blank]
- 66. 7 [blank] mistakes that make you look/sound like [blank]
- 67. 11 [blank] mistakes you don't even know you're making
- 68. Don't do these [blank] things when you [blank]
- 69. 5 reasons you suck at [blank] and how to improve
- 70. How to beat your fear of [blank]

Make bold promises – *that deliver irresistible awesome*

- 71. The ultimate guide to [blank]
- 72. Everything you'll ever need to know about [blank]
- 73. All you need to know about [blank]
- 74. Finally, a solution to [blank]
- 75. Learn to [blank] while you
- 76. The experts' way to [blank]
- 77. Get rid of [blank] once and for all
- 78. How to end [blank] once and for all
- 79. 5 laws for [blank]
- 80. 10 killer resources for [blank]

Get the attention of your audience – *and only them*

- 81. Attention [audience]!
- 82. [Audience] Alert:
- 83. [Audience] – do you hate [blank]?

Go fast or go home – *cater to the busy folks*

- 84. The fastest/quickest way to [blank]
- 85. The easiest way to [blank]
- 86. Limited offer – get [blank]
- 87. Get [blank], save 50%
- 88. Get [blank] without wasting your time
- 89. The fastest/quickest way to [blank]
- 90. 10 shortcuts to help you [blank]
- 91. Getting [blank] has never been this easy
- 92. 3 simple steps to [blank]
- 93. The lazy [blank]'s guide to

Find their Zen – *a simpler life awaits*

- 94. The Zen of [blank]
- 95. Can't keep up? 11 ways to simplify your [blank]
- 96. Take charge of your unruly [blank] today
- 97. The minimalist guide to [blank]
- 98. The simplest way to [blank]
- 99. How to [blank] in just 5minutes
- 100. 101 [blank] hacks: a cheat sheet for [blank]

Piggy back – *hitch a ride on famous people*

- 101. Do [blank] like [famous person]
- 102. [famous person]'s top tips to [blank]
- 103. The [blank] school of [blank]
- 104. The [blank] guide to [blank]
- 105. What [blank] can teach us about [blank]

Look backwards – *into history*

- 106. This history of [blank]
- 107. The modern rules of [blank]
- 108. [blank] lessons from history
- 109. The [blank] story of [blank]
- 110. [Blank]: Then and now

I think you'll agree, that's a lot of inspiration right there.

Remember, what you fill the blanks with is what will make your headline really stand out.