

11 Powerful Headline Writing Formulas

While there are literally hundreds of "headline formulas," these 11 have been proven effective and will help get your creative juices flowing.

I suggest you write as many headlines as possible, as it is the most critical aspect of your sales letter.

How critical?

Well, copywriter and author, David Garfinkel says that 75% of the purchasing decision is made at the headline alone.

It's that critical!

That's why I suggest you write as many headlines as possible before choosing 3 (or more) to test.

[1] "Give Me _____ And I'll Give You _____"

Examples:

"Give Me 30 Days And I'll Give You A Six Figure Business!"

"Give Me Five Minutes A Day And I'll Give You A Flat, Sexy Stomach!"

[2] "_____ Quickly And Easily With _____"

Examples:

"Write Compelling Sales Letters Quickly And Easily With This Step-by-Step System"

"Create Info Products Quickly And Easily With This Revolutionary New Software"

[3] "How To _____ Without _____

Examples:

"How To Get Headache Relief Without The Risks Of Dangerous Drugs

"How To Lose Weight Without Having To Starve Yourself Or Spend Hours In The Gym

[4] "Proven System _____ And Does It In _____

Examples:

"Proven System Increases Your Credit Rating And Does It In 33 Days Or Less

"Proven System Cures Migraines And Does It In Less Than A Week

[5] "Attention _____! Here's A Quick Way To _____

Examples:

"Attention Affiliate Marketers! Here's A Quick Way To Drive More Website Traffic

"Attention Restaurant Managers! Here's A Quick Way To Boost Sales And Reduce Costs

[6] "Who Else Wants To _____ Without _____ ?

Examples:

"Who Else Wants To Speak Spanish Fluently Without Having To Go Back To School?

"Who Else Wants To Make Money From Home Without A Huge Investment Of Time Or Money?

[7] "Learn How To _____ Quicker Than You Ever Thought Possible!

Examples:

"Learn How To Ski Like An Expert Quicker Than You Ever Thought Possible!

"Learn How To Take Incredible Photos Quicker Than You Ever Thought Possible!

[8] "If You Can _____ Then You Can _____

Examples:

"If You Can Listen To A CD Then You Can Speak Spanish Like A Native

"If You Can Surf The Web Then You Can Make Money Online

[9] "Discover The Secret Of _____

Examples:

"Discover The Secret Of Living Debt Free

"Discover The Secret Of Making Money While You Sleep

[10] "Finally, A Simple Step-By-Step Method GUARANTEED To _____ !

Examples:

"Finally, A Simple Step-By-Step Method GUARANTEED To Help You Lose Weight Fast!

"Finally, A Simple Step-By-Step Method GUARANTEED To Drive Insane Amounts Of Traffic To Your Website!

[11] "WARNING: _____

Examples:

"WARNING: Identity Theft Is On The Rise -- Protect Yours In 3 Easy Steps

"WARNING: Many Debt Settlement Companies Are Ripping People Off -- Get Informed And Protect Yourself Today

These 11 Headline Writing Formulas should help you come up with several solid headlines you can test. If you want more inspiration, you can see what your competitors are using simply by "Googling" your primary keywords and checking out their sites.

If you want even more, you can grab David Garfinkel's book -

[Advertising Headlines that Make You Rich](#)

This book contains more than 297 proven headlines and a bunch of "ready to use" variations for a variety of business types.