

10 Headline Blueprints That Work Like Crazy

Here is a great trick that the that can help you to crank out winning headlines all day long.

A blueprint that allows you use to a simple **"fill in the blanks" formula**.

Use this to help you write headlines and subject lines that relate to your business product or service.

A great headline is also a GREAT subject line, whether it's for use in emails, blog posts, social media, video headlines, etc.

1: "For _____, This Works Like
Crazy"

Why It Works:

This is a great **results-driven subject line** that is certain to get people to **open up your email and take a closer look**.

The idea here is to use the classic combination of **something the reader wants** with a way to get it.

By including "this works like crazy" you are saying "here's how to get what you want". All you need to do now is fill in the blanks and include what they want.

You might notice I used this formula for the title of this very blog post.

Your job is to provide the “*what they want*” part in the provided blank.

EXAMPLES:

- For **losing weight** FAST, this works like crazy...
- For **longer tee shots**, this works like crazy...
- For **making money**, this works like crazy...
- For **saving a marriage**, this works like crazy...
- For **avoiding bankruptcy**, this works like crazy...

Obviously, you want what you are offering to be something that is highly sought after or highly interesting to the reader and is directly related to what you are going to share in the email itself.

The key to making this work like crazy (sorry, couldn't resist) is to know what your customers **most burning need** is.

To find their most burning need ask yourself what they must have right now. Must ... have ... it!

Here's an example to get your creative juices flowing.

- A new tennis racket would be nice and make me feel super-cool at the club.
- Pain pills after wisdom teeth surgery **are a must!**

Position your product as a must and watch as people rush to your order form with credit card in hand.

This subject line is great for just about any kind of mailing, whether it is a content mailing or a promotional mailing.

People open it for one reason and one reason only: ***it promises to reveal something that produces a result they want to achieve.***

2: "Why Your _____ Won't _____"

Why It Works:

Two of the **basic human motivations** we all have are the **fear of failure** and the **fear of missing out**.

This subject line is **the exact opposite** of the first one we looked at which hinted at producing results – this one hints at NOT producing results.

The idea is to **talk about what they want** and then an appropriate negative statement at the end after the word "won't".

EXAMPLES:

- Why your **diet** won't work.
- Why your **business** won't succeed.
- Why your **list** won't make you money.
- Why your **vacation** won't be fun.
- Why your **credit** can't be restored.

Who could resist opening up to see WHY? Not many of us, I can tell you that.

HINT: Substituting the word "can't" for "won't" works very well. Feel free to experiment with other synonyms too.

If your result is something that we WANT to achieve, then certainly we'd want to read your email to find out what might prevent us from achieving the result.

The idea here is to reveal a mistake or a problem or a hindrance ... and then offer your product or service as a **solution**, which will produce profit for you.

3: "The biggest mistake _____ make"

Why It Works:

Once again, we are tapping into **the fear of failure**, a powerful motivator.

This subject line that focuses on the negative or adverse result – things your subscriber wants to avoid if he or she is going to achieve the results they want.

The difference with this subject line and others that offer **a sort of warning or caution** is the emphasis here is on the word "biggest".

This isn't just a mistake, it's the BIGGEST mistake.

It's the number one, most common error that folks make regarding a particular topic and curiosity alone will get people to open up JUST TO SEE WHAT IT IS.

Yes, they'll certainly be concerned about whether or not they are making this particular mistake, but more than that, they'll want to know **WHAT** this particular mistake is.

What **IS** the "biggest" mistake?

EXAMPLES:

- The biggest mistake **husbands** make.
- The biggest mistake **first-time parents** make.
- The biggest mistake **dieters** make.
- The biggest mistake **car buyers** make.
- The biggest mistake **dog owners** make.

HINT: Adding the words "and how to avoid it" or "how you can avoid it" works very well with these headlines.

Obviously, the biggest mistake would be a matter of your opinion, so it's open to your own objective perspective, which makes this one an easy subject line to work into your mix.

And, it definitely is effective.

4: "The Fastest Way To

"

Why It Works:

Now it's time to talk about the other super-motivator, **the promise of gain**.

Here we focus on being “fast”.

We all want results – and, let’s face it – **we all want them as quickly as possible**.

We live in a fast-food world that promises instant results and that’s what we want. So, the key here is that word “fastest”.

This isn’t just a way to success with a particular topic; it’s the **FASTEST** way to success with a particular topic.

Additionally, I’ve found that if you can **plug in SPECIFIC results** it makes this one so much more effective.

EXAMPLES:

- The fastest way to **make** \$500 online
- The fastest way to **lose** 5 pounds
- The fastest way to **play** guitar chords
- The fastest way to **speed read** 75 pages
- The fastest way to **cut** insurance costs by 25%

Notice in my examples that I didn’t make outlandish claims, I made **reasonable claims**.

- It wasn’t the “fastest way to make millions” but rather “the fastest way to make \$500”.
- Not “100 pounds” but “5 pounds”.
- Not “play guitar” but “play guitar chords”.

There are two reasons for this:

1. If a person believes **they can actually do what you mention** in the subject line, they are more likely to open up and take a look.
2. Readers will subconsciously think they can INCREASE the results **by DUPLICATING what you share** inside.

In other words, if you mention the “fastest way to lose 5 pounds” I automatically think, “If he lost 5, I'll bet I can lose 50!”

It's human nature to think you can do better than the next person. That may or may not be the case, but that's what many people think, and it compels them to take a look because your claim is BELIEVABLE and ACHIEVABLE.

5: “Get Your _____ Questions Answered”

Why It Works:

This is a great **information gathering subject line** to use when you want to survey any mailing list, be it your own or if you buy solo ad space.

Surveying and taking polls works, and works well, and this approach helps it work even better.

The more you know about people who might become customers
– **what they WANT** to know from you, what they are most likely to buy
– the easier it is to provide them with quality content they can use.

And the easier it is to **make offers that they will say “Yes” to.**

So, this is a great subject line to **gather information** with, by allowing your subscribers to submit their most wanted question to you.

EXAMPLES:

- Get your **blogging** questions answered
- Get your **weight lifting** questions answered
- Get your **insomnia** questions answered
- Get your **digital photography** questions answered
- Get your **pet training** questions answered

HINT: You can change this headline to read "answers to your _____ questions" and it will work just as well.

LIST BUILDING TIP: You can promise to answer the top 5 for free in a report or training call or give a free copy of your completed product to all those who submit a question (and join YOUR list) or whatever you choose as far as the offer inside.

6: “Something Every _____ Needs To Know”

Why It Works:

Here we have the “curiosity” factor in play.

What is it that I need to know? **The word “need” is very powerful and compelling.** It gives the impression that something is a necessity, that it is required.

Testing has shown that **putting a special emphasis** on “first-timers”, “beginners” or “newbies” will increase the results of this headline or subject line.

Because they are inexperienced, they are more likely to not only recognize they do have needs because of their lack of knowledge but also will be **eager to learn** those things that you feel are necessary or required for success.

EXAMPLES:

- Something every **new mother** needs to know
- Something every **college freshman** needs to know
- Something every **first-time car buyer** needs to know
- Something every **affiliate marketer** need to know
- Something every **bride-to-be** needs to know

This is one reason the Dummies® books have sold so successfully. Newcomers to the subject want to know what they need to know. And that’s why they’ll open this email up and take a look inside.

7 - “Here’s A Shortcut For

”

Why It Works:

When I say “shortcut” what comes to your mind? Think about it for just a second.

You likely envision something that is:

- **Faster.** And who doesn't want to save time?
- **Easier.** And who wants to work harder?
- **Gives you an advantage.** We all want that; some want an unfair advantage!
- **Reduces expenses or effort.** Again, something we all want.
- **ALL of these are highly desirable** and create the motivation needed to take action.

We all want to take the shortcuts in life – the easiest, fastest and **most advantageous** path to our destination. Which explains why this subject line continues to be **among the most opened in my email marketing.**

It doesn't matter if it's rose gardening or entertaining in-laws or boosting metabolism or racing radio-controlled cars, **we all want a shortcut.**

EXAMPLES:

- Here's a shortcut to **getting** a great job
- Here's a shortcut for **creating** an eBook
- Here's a shortcut for **boosting** your memory
- Here's a shortcut to **mastering** Forex
- Here's a shortcut to **learning** to play piano

Tip: Let me also give you just a quick tip here for really producing profits with this particular subject line ...

When you can tie in some kind of product, software or service that **fully or semi-automates the shortcut**, then you've got a very good chance of getting the sale.

Just a quick, very generic example.

Let's say you have discovered that one shortcut to success with customer support is to have a text file with your most asked questions and responses to those questions.

This helps automated support because when a new customer asks a question all you have to do is copy and paste your response instead of retyping out a response.

That's a shortcut.

Now, you could also **PROMOTE an autoresponder service that would actually automate** the process of getting those answers to the customer.

You could also **promote a package of templated responses** to the most asked questions or promote a customer-service help desk software or even a third-party company that provides customer service.

The point is this: If you can **provide readers with a quality shortcut**, but then **also promote a product**, software program or service that automates that shortcut, **you're much more likely to get a sale.**

8: "Here Is Your _____ Checklist"

Why It Works:

One of the things that most human beings want – at least the human beings that I know - is **a set of instructions that we can follow to make sure we do things correctly.**

That's why offering **a free checklist** as your subject line is yet another great way to increase your open rate and get subscribers delving deeper into the mailings you send out.

EXAMPLES:

- Here is your **interview** checklist.
- Here is your **"Baby's First Year"** checklist.
- Here is your **wedding** checklist.
- Here is your **headline writing** checklist.
- Here is your **travel** checklist.

I personally have seen greater results by giving the checklist a title.

- Not just "Here is your interview checklist" but "Here is your 'Acing Any Interview' checklist".
- Not just "Here's your wedding checklist" but "Here is your 'The Perfect Wedding' checklist".

A good name adds more desirability to the checklist.

Obviously, in your email, you'll want to provide the checklist.

And your checklist is a **PERFECT spot to make recommendations**. Refer readers to your product or affiliate products for more information on every entry in the checklist.

A classic example is the “Setting Up an Internet Business” checklist where some of the steps would include “buying a domain name”, “finding a web host”, “creating a blog” etc.

For most of those steps, you could provide a brief overview of them and then **point them to resources** (via your affiliate link of course) to do the very things you instruct them to do ... most of which make you money.

This is the one email subject line and corresponding email message that **EVERY LIST OWNER** should have in their sequences somewhere.

9: “A Great _____ Resource I Just Found”

Why It Works:

This is a great subject line to use in promoting an affiliate link, **especially if there is some kind of free information or discount involved** at the affiliate site.

SUPER IMPORTANT: If the product or program you are promoting in your affiliate marketing offers free information **you will do better by promoting the free information than by promoting the product or program directly.**

EXAMPLES:

- A great **discount travel** resource I just found
- A great free **traffic** resource I just found
- A great **genealogy** resource I just found
- A great **anti-aging** resource I just found
- A great **home improvement** resource I just found

There is an element of newness and freshness here with **the “I just found” reference** at the end of the subject line, which brings a sense of **urgency** – we desire to be the first to know, the first to use. Again, just another solid way to get folks to open your emails.

10 - “This Ruins Most

”

Why It Works:

This subject line is one of the **most aggressive** in the group. It works again with **the fear of loss super-motivator**.

It goes beyond sharing a mistake or even the biggest mistake to the point of revealing something that can have **a devastating effect** on the reader if they fall victim to it.

Again, we’re talking about both **awareness of a potentially destructive pitfall**, with a provided solution, only this time, the language is stronger in that it could “ruin” the results for the person on the other end of the line.

HINT: Don't overuse this one and don't use it for things that readers might consider "minor".

There are products we promote that **can** have a dramatic impact on a person's life - this type of headline or subject line is best used for those types of products in my view.

EXAMPLES:

- This ruins most **diets**.
- This ruins most **honeymoons**.
- This ruins most **marketing plans**.
- This ruins most **affiliates**.
- This ruins most **vacations to Disney**.

Notice the **specificity** in that last example. Not just vacations but vacations to Disney. This will help segment your marketing because people thinking about Disney will take a closer look.

In this email, you'd want to reveal the most disastrous, destructive stumbling block that the subscriber might face, **along with a solution** for avoiding it.

HINT: Provide the solution in your content in a **brief** overview form so you **do actually give them useful information**, and then lead the subscriber to an offer to thoroughly explain the solution which allows you to make a sale.

There you have it - 10 ways to write headlines or subject lines that practically demand attention and create real results.

Now **here's your action step** - take the headlines you are using now and compare them with these.

Can you modify what you are using now to fit these blueprints?

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If not, take the blueprints above and **apply them to every product you promote online**. Then begin testing these headlines in the ads you place, articles you write and more.

These blueprints work - I hope you enjoyed them and profit from them as I have.