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# 10 Sure-Fire Headline Formulas That Work

by [Brian Clark](#)



So, you're seeing too many of those "[how to](#)" and [list headlines](#), and want to try a few different angles?

Let's move beyond those common headline formulas you see over and over, and add some new blood to your attention-grabbing arsenal.

## 1. Who Else Wants [blank]?

Starting a headline with "Who Else Wants..." is a classic [social proof](#) strategy that implies an already existing consensus desire. While overused in the Internet marketing arena, it still works like gangbusters for other subject matter.

- Who Else Wants a Great Blog Template Design?
- Who Else Wants a Higher Paying Job?
- Who Else Wants More Fun and Less Stress When on Vacation?

## 2. The Secret of [blank]

This one is used quite a bit, but that's because it works. Share insider knowledge and translate it into a benefit for the reader.

- The Secret of Successful Podcasting
- The Secret of Protecting Your Assets in Litigation
- The Secret of Getting Your Home Loan Approved

## 3. Here is a Method That is Helping [blank] to [blank]

Simply identify your target audience and the benefit you can provide them, and fill in the blanks.

- Here is a Method That is Helping Homeowners Save Hundreds on Insurance
- Here is a Method That is Helping Children Learn to Read Sooner
- Here is a Method That is Helping Bloggers Write Better Post Titles

## 4. Little Known Ways to [blank]

A more intriguing (and less common) way of accomplishing the same thing as "The Secret of..." headline.

- Little Known Ways to Save on Your Heating Bill
- Little Known Ways to Hack Google's Gmail
- Little Known Ways to Lose Weight Quickly and Safely

## 5. Get Rid of [problem] Once and For All

A classic formula that identifies either a painful problem or an unfulfilled desire that the reader wants to remedy.

- Get Rid of Your Unproductive Work Habits Once and For All
- Get Rid of That Carpet Stain Once and For All
- Get Rid of That Lame Mullet Hairdo Once and For All

## 6. Here's a Quick Way to [solve a problem]

People love quick and easy when it comes to solving a nagging problem.

- Here's a Quick Way to Get Over a Cold
- Here's a Quick Way to Potty Train Junior
- Here's a Quick Way to Backup Your Hard Drive

## 7. Now You Can Have [something desirable] [great circumstance]

This is the classic “have your cake and eat it too” headline — and who doesn't like that?

- Now You Can Quit Your Job and Make Even More Money
- Now You Can Meet Sexy Singles Online Without Spending a Dime
- Now You Can Own a Cool Mac and Still Run Windows

## 8. [Do something] like [world-class example]

Gatorade milked this one fully with the “Be Like Mike” campaign featuring Michael Jordan in the early 1990s.

- Speak Spanish Like a Diplomat
- Party Like Paris Hilton
- Blog Like an A-Lister

## 9. Have a [or] Build a [blank] You Can Be Proud Of

Appeal to vanity, dissatisfaction, or shame. Enough said.

- Build a Body You Can Be Proud Of
- Have a Smile You Can Be Proud Of
- Build a Blog Network You Can Be Proud Of

## 10. What Everybody Ought to Know About [blank]

Big curiosity draw with this type of headline, and it acts almost as a challenge to the reader to go ahead and see if they are missing something.

- What Everybody Ought to Know About ASP
- What Everybody Ought to Know About Adjustable Rate Mortgages
- What Everybody Ought to Know About Writing Great Headlines

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This is the seventh installment in a series of posts called [Magnetic Headlines](#).

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