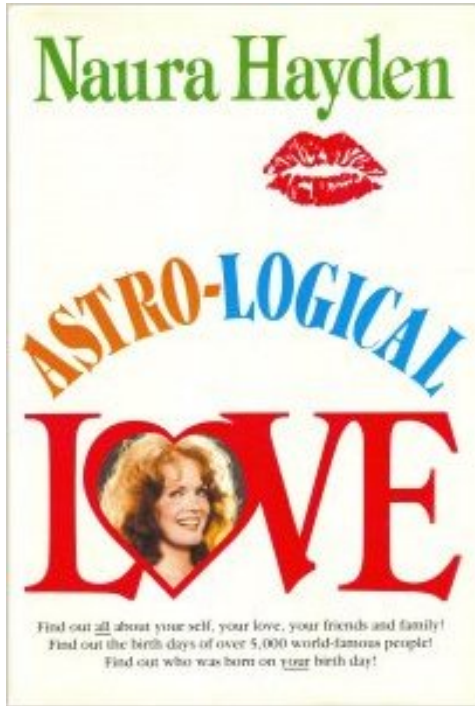
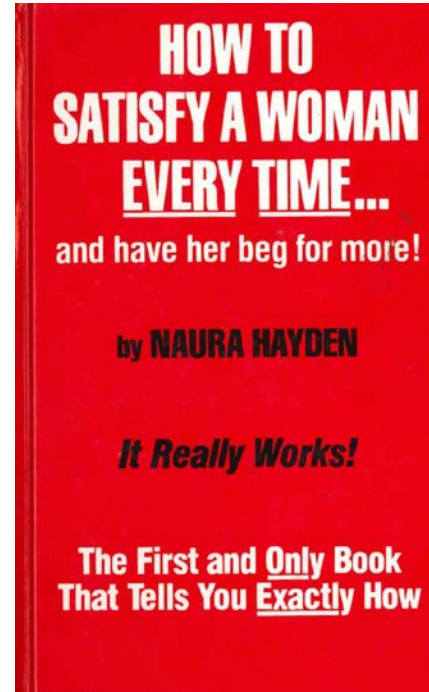


Here's 5 Headline Templates That You Can Use in Your Business

Headlines Matter!



Published 1982
Sold <5000



Published 1998
Sold 2.5 MILLION+

5 Proven Headline Templates To Generate Leads

1.

_____ without _____
(Yay) (Boo)

How to Lose 20 lbs in 29 days without doing any boring cardio.

Discover how to become a top recruiter in your network marketing business without ever picking up the phone or bothering your family members and friends.

Would You Be Open to a Side Income Project if it didn't interfere with what you're currently doing?

5 Proven Headline Templates To Generate Leads

2.

WARNING/Alert/Attention!

If you are _____ then you _____
(this kind of prospect) (may experience this painful outcome)

WARNING! If you are on Ritalin, then you may experience permanent damage to blood vessels of the heart and brain leading to heart attacks, strokes and death.

ATTENTION! If you are a small business owner, then you may be getting ripped off by the IRS and your accountant.

5 Proven Headline Templates To Generate Leads

3.

How I _____ despite _____
(got an awesome result) (a major disadvantage/past failure)

How I finally recruited 1,000 people in my network marketing business after failing for 15 years in 3 different companies.

How I take my family on memorable exotic vacations despite living on a modest one-earner household income.

5 Proven Headline Templates To Generate Leads

4.

_____ of _____
(Secrets/Tricks/Strategies, Systems) (a person/people who are already living the promise)

Discover the 5 most shocking Health and Beauty Secrets of the World's most famous and attractive people

Revealed! Network Marketing Millionaire unveils his top 3 recruiting secrets.

5 Proven Headline Templates To Generate Leads

5.

_____ Ways/Steps to _____ while _____
(#) (get awesome result) (not increasing pain, effort, anxiety)

Attention Diabetics: Discover 3 Natural Ways to decrease your blood sugar levels without painful needles and time consuming insulin tests.

Discover 3 simple steps to generate targeted network marketing leads without the cost and rejection of cold calling.