

53 Headlines (for use in the [Instant Web Copy templates](#))

Note: these copy-and-paste samples are arranged by industry, but that's only to make them easier to sort. Feel free to think outside the box and "borrow" ideas from other niches outside your own! :)

ADHD/Anxiety coach

Warning to Parents: Untreated ADHD Can Follow Children into Adulthood & Cause Long-Term Damage

Is Your Child At Risk of Lifelong Struggles?

IS ADHD to Blame for Your Child's Behavior Challenges?

Branding expert

Is Your Branding Repelling Your Ideal Clients?

Is Your Branding Causing You to LOSE Sales of Your Products and Services?

Finally, Discover the REAL Reason Why Your Marketing isn't Working!

Business coach

Is Your Business Destined to Flourish...or On a Fast-Track to Nowhere?

It's Time to Make Your Business Success a Reality!

Are You Ready to Join the Ranks of Successful Business Owners Who Earn a Great Living Doing the Work They Love?

Is Your Business Making You Miserable?

Career coach

Are You Tired of "Biding Your Time" Until You Find a Job You *Don't* Hate?

Are You Ready to Make a Great Living Doing Work You Love?

More than Just a Paycheck: Discover a Career You LOVE

Energy healer

Before You Go Under the Knife...Discover Natural Solutions to Long-Term Pain

Life Without Pain: Discover Natural Solutions to Relieve Your Long-Term Pain

Find the Answer to Conquering Years of Suffering and Angst...in 20 Minutes or Less?

How to Identify the Roadblock that's Keeping You Stuck in Sadness, Frustration and Misery...in 20 Minutes or Less

Discover the Key to Loving Yourself, Finding Peace, and Releasing Pains from Your Life

Life coach

Is Your Life Making You Miserable?

Are You Living Your Best Possible Life?

Is This the Year You'll Love Your Life AND Your Work?

When is it a Good Time to Start Living the Life You've Been Dreaming of?

When is it a Good Time to Start Living the Life You've Been Longing for?

Marketing coach

Especially for Business Owners Who are Ready to Stop Struggling to Attract Clients and Start Serving the People Who Need Them Most!

Do Not Waste Another Moment (or Dime) on Marketing Your Business Until You Read This!

Nutrition/wellness coach

Especially for Busy Women Who Want to Whip Up Quick, Healthy & Tasty Meals Their Whole Family Will Love!

At Last, Quick, Easy & Nutritious Meals that Will Leave Even the Pickiest Eaters Begging for Seconds!

Especially for Busy Women Who Want Quick, Simple & Healthy Meals that DON'T Require You to Waste Hours Slaving Over a Hot Stove (But Taste Like You Did!)

Are You Losing Money on Health & Fitness “Quick Fixes” that Don’t Really Fix Anything?

Introducing a Better Alternative for Ineffective “Fad Diets” and Rigid Workout Routines, Exclusively for Baby Boomers

Finally, a Simple Substitute for Ineffective “Fad Diets” and Time-Consuming Workout Regimes

Relationship coach

Has Your Relationship Hit a Rough Patch that You Just Can't Seem to Shake?

VA

Have You Been Doing it All Yourself...and Now Find Yourself on the Verge of Burnout?

Discover the Time-Liberating, Sanity-Saving Secret All Successful Business Owners Know (But Only the Most Successful Actually Use!)

Who Else Wants to Shave 5 Or More Hours Off Their Workload Each Week While Sending Their Productivity Through the Roof?

Top 11 Headline formulas

#1 Begin with the word "Introducing..."

Introducing a Little-Known Shortcut to Landing Your Next Promotion

#2 Begin with word "Announcing"

An important announcement for website owners

Announcing a new way to lose those last 10 pounds of belly fat...

#3 Use other words with announcement quality

Finally...a free report that is chock full of content!

Just published...an email marketing guide just for solo entrepreneurs

Presenting a new way to sell your house, fast

At last, conquer the fear that is holding you back from landing your dream job...

#4 Begin with the word "New"

New method of managing your personal finances (instead of THEM managing YOU!)

#5 Write your headline in news style

Better website conversions are suddenly here...

Just released: a new series of business mastery courses

#6 Feature the price in your headline

Would you spend \$24 to gain an extra \$24,000 in revenues this year?

#7 Tell a story

Famous examples:

How I improved my memory in one evening

How I became popular overnight

#8 Begin with "How to"

How to gain a steady stream of high-paying clients

How to end your money worries...for good

(the copy must then give how to info, which readers love)

Magazines have been doing this for years

#9 Begin with "Why"

Why some people are more successful in business (it's not what you think...)

#10 Begin with "Who else"

Who else wants to find the love of their life in 60 days or less?

#11 Use a testimonial-style headline

He was going broke – until he discovered the secret to success