



CHEATSHEET FOR YOU TO CREATE VIRAL HEADLINES

2022



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Ready made Cheat - sheet for creating scroll-stopper headlines on your social media posts!



This doc is created for business owners, social media managers and bloggers who want to get their reader's eyes glued to your headlines but aren't sure where to start. If you want more eyes to read your social media posts, blog posts, white papers, use this cheat sheet for creating viral headlines.



They Didn't Think I Could, _____ but I Did.

This headline works well for many reasons, including our natural tendency to root for all the underdog. We fascinated with stories of people who overcome great obstacles and others ridicule to achieve success. When this headline refers to something you have thought about doing, but talked yourself out of, you'll want to know if the successful person shared your doubt or fear or handicap.

Examples:

- They Laughed When I Sat Down at the Piano—but Not When I Started to Play!
- They Grinned When the Waiter Spoke to Me in French - but Their Laughter Changed to Amazement at My Reply!

Who else wants _____ ?

I like these types of headline because of its strong implication that a lot of other people know something the reader doesn't.

Examples:

- Who Else Wants A Hollywood Actress' Figure?
- Who Else Needs A Extra Hour Every Day?

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How _____ Made Me _____

This headline introduces a first-person story. People loves stories and are remarkably interested in other people. This headline structure seems to work best with dramatic differences.

Examples:

- How a "Fool Stunt" Made Me a Star Salesman.
- How a Simple Idea Made Me "Plant Manager of the year.
- How Relocating to Tennessee Saved Our Company \$1 Million a Year

Are You _____ ?

The question headline is used to grab attention by challenging, provoking, or arousing curiosity.

Examples:

- Are You Ashamed of the Smells in Your House?
- Are You Prepared for the Next Stock Market Crash?

How I _____ ?

Very much like How _____ Made Me _____

This headline introduces a first-person story. The strength benefit at the end, obviously, controls its success.



Examples:

- How I Raised Myself from Failure to Success in Selling.
- How I Retired at Age 40—With a Guaranteed Income for Life.
- How I turned a Troubled Company into a Personal Fortune.

How to _____ ?

This is a simple, straightforward headline structure that works with any desirable benefit. “How to” are two of the most powerful words you can use in a headline.

Examples:

- How to Collect from Social Security at Any Age.
- How to Win Friends and Influence People.
- How to Improve Telemarketers' Productivity - for Just \$19.95.

Secrets of _____ ?

The word secrets works well in headlines.

Examples:

- Secrets of a Madison Ave. Maverick—“Contrarian Advertising”.
- Secrets of Four Champion Golfers.



Thousands (Hundered, Millions) Now _____ Even Though they _____

This is a “plural” version of the very first structure demonstrated in this collection of winning headlines.

Examples:

- Thousands Now Play Even Though They Have “Clumsy Fingers.”
- Two Million People Owe Their Health to This Idea Though They Laughed at It.
- 138,000 Members of Your Profession Receive from Check From Us Every Month Even Though They Once Threw This Letter into the Wastebasket

Warning: _____

Warning is a powerful, attention-getting word and can usually work for a headline tied to any sales letter using a problem solution copy theme.

Examples:

- Warning: Two-Thirds of the Middle Managers in Your Industry Will Lose Their Jobs in the Next 36 Months.
- Warning: Your “Corporate shield” May be Made of Tissue Paper--9 Ways You Can Be Held Personally Liable For Your Business's Debts, Losses, or Lawsuits

Give Me _____ and I'll _____



This structure simplifies the gist of any sales message: a promise. It truly telegraphs your offer, and if your offer is clear and good, this may be your best strategy.

Examples:

- Give Me 5 Days and I'll Give You a Magnetic Personality.
- Give Me Just 1 Hour a Day and I'll Have You Speaking French Like "Pierre" in 1 Month.
- Give Me a Chance to Ask Seven Questions and I'll Prove You Are Wasting a Small Fortune on Your Advertising.

_____ **Ways to** _____

This is just the "how to" headline enhanced with an intriguing specific number.

Examples:

- 101 Ways to Increase New Patient Flow.
- 17 Ways to Slash Your Equipment Maintenance Costs.