

# 10 PROVEN HEADLINE FORMULAS

## 1. The “How To” Headline

- How To Lose 30 Pounds In 30 Days
- How To Start A Small Group
- How To Clean Your House In 30 Minutes A Week
- How To Sell More Interior Design, More Often, For More Money
- **How To Win Friends And Influence People**

## 2. The “Top 10 Reasons” Headline

- The Top 10 Reasons Why You Should Sell Your House Now
- The Top 10 Reasons Why You Need Art In Your Life
- The Top 10 Reasons Why You Should Buy Your Milk Locally
- The Top 10 Reasons Why Gold Is A Bad Idea
- **The Top 10 Reasons Why You Need To Learn Copywriting**

## 3. The “Secret Way To” Headline

- The Secret Way To Be Happier Instantly
- The Secret Way To Retire Early And Live Better
- The Secret Way To Know If They’re Cheating On You
- The Secret Way You Will Hurt Your Family When You Die
- **The Secret Way To Leave The Hospital Alive**

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## 4. The “Forbidden Secrets” Headline

- The Forbidden Secrets Of Investing Your Broker Doesn't Want You To Know
- The Forbidden Secrets Of Health The Big Pharma Industry Doesn't Want You To Know
- The Forbidden Secrets Of Tax Loopholes The IRS Doesn't Want You To Know
- The Forbidden Secrets Of Negotiating Your Boss Doesn't Want You To Know
- The Forbidden Secrets Of Marketing Your Competition Doesn't Want You To Know

## 5. The “Who Else” Headline

- Who Else Wants Chiseled Abs In 7 Minutes?
- Who Else Wants The Secret Of Looking Your Forever?
- Who Else Wants To Make Money While They Sleep
- Who Else Wants Your Kids To Obey The FIRST Time... And Like It?
- Who Else Wants To Stop Pet “Accidents” Forever.

## 6. The “Why Don't” Headline

- Why Don't Doctors Get Sick?
- Why Don't Runners Have Healthier Hearts?
- Why Don't Weight Lifters Win Fights?
- Why Don't Your Kids Do What You Tell Them?
- Why Don't Employees Just Do What Needs To Be Done?

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## 7. The “Amazing Secrets” Headline

- The Amazing Secrets That Make These People “Heart Attack Proof”
- The Amazing Secrets The Blind Martial Artist
- The Amazing Secrets Of People Who Work a “4 Month Year.”
- The Amazing Secrets Of An Ancient Chinese Pain Medicine.
- The Amazing Secrets Of The One-Legged Golfer.

## 8. The “How To Eliminate” Headline

- How To Eliminate Stress And Anxiety Overnight
- How To Eliminate Doubt And Uncertainty From Your Heart
- How To Eliminate Fear From Your Life
- How To Eliminate Self-Sabotaging Habits... Automatically
- How To Eliminate Money Worries Forever

## 9. The “Future Of” Headline

- The Future Of Investing... Its Not What You Think
- The Future Of FamilyThe Future Of Your Office Furniture
- The Future Of Small Business
- The Future Of Fitness

## 10. The “Give Me” Headline

- Give Me 3 Days, And I’ll Give You A New Business
- Give Me A Weekend, And I’ll Give You Foolproof Investing Plans
- Give Me 24 Hours, And I’ll Give You A Prefect Credit Score
- Give Me 30 Minutes, And I’ll Give You A Plan To Double Your Income

# 10 PROVEN BULLET POINT FORMULAS

## 1. The “Number” Bullet

Examples:

- Three often-overlooked fruits and vegetables that provide more antioxidants than any artificial “supplement”. Did I mention they’re also delicious?
- The seven silent signals of a heart attack no one ever talks about. How to know when it’s time to head to the ER.

The [INSERT SPECIFIC NUMBER AND SUBJECT]. [DESCRIBE].

## 2. The “If-Then” Bullet Point

Examples:

- If You can spare 5 minutes a day, you can lose 5 pounds a month. If you can send or receive e-mail, then you can learn to make stock trades online in total safety.
- If You have heartburn in the morning, here’s why you should not take a Pepcid or a Nexus....Do this instead.

If you [INSERT THE “IF” ]...then you can [INSERT WHAT THEY CAN ACCOMPLISH IF THEY DO THE “IF”].

## 3. The “Do You?” Bullet Point

Examples:

- Do you make mistakes when filling out your business tax returns? If so, get ready for an audit, and have all your records in order.
- Do you lose important paperwork at the office? Use this to create a more organized and productive workspace.

Do you [INSERT COMMON MISTAKE]. [INSERT HOW YOUR PRODUCT IS THEIR SOLUTION].

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## 4. The “Two-Step” Bullet Point

Examples:

- What to never do with your business card, and Why. (If you get this wrong, people will walk away and you’ll never hear from them again)
- What to always include on your sales page and why. Without it, you’re leaving tons of money on the table.

What to [INSERT]... [DESCRIBE WHY]. Don’t Ever [INSERT]...  
[DESCRIBE WHY]

## 5. The “Reason Why” Bullet Point

Examples:

- The reason why you should always use the lowest octane fuel at the gas station, and not the highest.
- The reason why you cannot trust your insurance agent with your retirement: sneaky tricks and risky schemes they fund with your retirement.

The reason why [INSERT]. [DESCRIBE THE WHY AND THE SOLUTION].

## 6. The “Truth About” Bullet Point

Examples:

The truth about Carbohydrates—and chances are, it’s not what you think it is. The truth about eggs. Should you eat them? Should you avoid them? This incredibly common lie about cholesterol will shake you to your core.

The truth about [INSERT]. [INSERT HOW YOU WILL OPEN THEIR EYES TO THE TRUTH].

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## 7. The “Single Most” Bullet Point

Examples:

- The single most powerful sentence for reactivating old customers and generating new business. It contains only nine words, but they will forever change your approach to marketing.
- The single most effective investment strategy you’ll ever need for financial security. It’s a simple, specific kind of investment account—but there are at least nine different forms of it and only one works. To find out which one, see page 37.

The single most [INSERT] for [INSERT]. [INSERT DESCRIPTION AND OR EXAMPLES OF HOW THIS IS THE SINGLE REASON THEY NEED YOUR PRODUCT].

## 8. The “Reverse Hook” Bullet Point

Examples:

- 37.1% of the keywords in your google AdWords account are not getting enough traffic to give you reliable data. (Here is a quick trick you can use to eliminate these keywords from your ad campaigns forever, and save yourself load of money)
- 80% of your offer shouldn’t be focused on features. Here’s a simple hack to know where to focus to get the most sales.

[DESCRIBE HOW THEIR EFFORTS ARE NOT WORKING]...[HOW WILL YOUR PRODUCT HELP]

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## 9. The “Sneaky” Bullet Point

Examples:

- The sneaky ways professional investors turn risky investments into surefire winners. Even when everyone else in the market is losing money.
- Sneaky little money-saving secrets your accountant never told you... and the IRS doesn't want you to know about.

[INSERT “SNEAKY” STATEMENT OR SECRET]. [DESCRIBE].

## 10. The “What NEVER” Bullet Point

Examples:

- What never to do immediately after exercising (if you want to avoid a heart attack).
- What never to do on a first date (if you want him to call you back).

What never to [INSERT]. [INSERT FURTHER DESCRIPTION].

## BONUS. The “Better Than” Bullet Point

Examples:

- Better than vitamins. For safer, more effective nutrition, these seven delicious foods on page 34 provide all the nutrients you need.
- Better than marriage counseling. Three questions you can ask your husband that always lead to deeper connection, more respect, and more attention – you will be astounded at how quickly this works.

Better than [INSERT]... [DESCRIBE HOW YOUR PRODUCT IS BETTER].

# 10 PROVEN EMAIL SUBJECT LINE FORMULAS

**1. Imagine [Results]** - Paint a picture of the outcome that your reader/ideal client desires the most.

Examples:

- Imagine Yourself Making 6 Figures a Year
- Imagine Having More Than Enough Time To Accomplish Your Goals
- Imagine Ending Dieting For Good

**2. You're Missing Out On [Offer/Solution]** - Use FOMO (fear of missing out) to entice your email subscribers.

Examples:

- You're Missing Out On the Biggest Copywriting Mistakes & How to Avoid Them
- You're Missing Out On Our Newest Masterclass
- You're Missing Out On Our Biggest Sale of the Year

**3. The Right Way To [Action]** - People hate making mistakes they can avoid... if they only knew how! They can be one step away from that with this headline. Examples:

- The Right Way To End A Relationship
- The Right Way To Launch A New Product
- The Right Way To Do the Hokey Pokey



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**4. [Number] Reasons Why You Should [Desired Action]** - Reasons help you persuade readers to take ACTION.

Examples:

- 5 Reasons Why You Should Visit Seattle
- 20 Reasons Why You Should Invest In Cryptocurrency
- 11 Reasons Why You Should Build Your Own House

**5. How Much Do You Truly Know About [Topic]?** - Question your audience's knowledge on a topic they're really interested in. Position yourself as the expert.

Examples:

- How Much Do You Truly Know About Life After the Wedding?
- How Much Do You Truly Know About Building Wealth?
- How Much Do You Truly Know About Being an Entrepreneur?

**6. Learn How To [Action] That [Outcome]** - It doesn't matter if you run a product-based or service-based business, because this headline formula always works. It sets clear expectations.

Examples:

- Learn How To Cook 5-Minute Recipes with 5 Ingredients or Less
- Learn How To Write A Book in a Weekend
- Learn How To Create A Lead Magnet That Converts

# 10 PROVEN EMAIL SUBJECT LINE FORMULAS

**7. The Compact Guide To [Topic] For Busy [Role/Occupation]** - This headline formula acknowledges how busy your audience is. If you use this headline, be sure to deliver on the promise by providing information-packed content that can be consumed in less time.

Examples:

- The Compact Guide To Summer Activities For Moms of Young Kids
- The Compact Guide To Home Fitness For Busy Moms
- The Compact Guide To Outsourcing For Busy Solopreneurs

**8. Spend [Minutes] A Day To [Result]** - This headline hack does three things: (1) It gives a definite timeline for getting stuff done (2) It makes any goal more manageable (3) It teaches your audience how to make better use of their time -- and they don't need the whole day for it!

Examples:

- Spend 30 Minutes A Day To Improve Your Writing
- Spend 15 Minutes A Day To Feel More Peaceful
- Spend 10 Minutes A Day To Get More Organized

**9. Here's What I Learned From [Personal Experience]** - Provide immense value to your email list by offering insights from your real-life experiences and struggles. Show them that you're a normal human being like them. This makes you more relatable and interesting.

Examples:

- Here's What I Learned From Leaving the Corporate World
- Here's What I Learned From Being Told I Was a Failure
- Here's What I Learned From Climbing A Mountain

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**10. [Number] Things That Will [Result]** You decide whether the result is good or bad. Do you want to push toward pleasure or away from pain for your reader?

Examples:

- 5 Things That Will Keep You Fat
- The One Thing That Will Transform Your Relationship With Time
- 3 Things That Will Help You Book More Clients

**BONUS. How [Person] [Action] [Result] Using [Solution]** - This is a timeless headline formula that uses social proof. To effectively use it, position your brand as the solution.

Examples:

- How Stephanie Made \$300,000 Using a Funnel
- How Tracy Keeps Weight Off With These Workout Hacks
- How Warren Buffet Changed Finance With These 12 Secrets

# BONUS #1: COPY "EMOTION" WORDS

## "Magic" Words

Easily  
Naturally  
Unlimited  
Aware  
Realize  
Beyond  
Before  
After  
New  
Now  
Because  
Freely  
So that  
Expand  
How to  
Discover  
Scientifically  
proven  
Research  
Powerful  
Amazing

## Most Influential Words

Suddenly  
Now  
Announcing  
Introducing  
Improvement  
Amazing  
Sensational  
Remarkable  
Revolutionary  
Startling  
Miracle  
Magic  
Offer  
Quick  
Easy  
Wanted  
Challenge  
Compare  
Bargain  
Hurry

## Words that Generate Positive Emotions

Believe  
Change  
Energize  
Healthy  
Thrive  
Overcome  
Refresh  
Success  
Happy

## Words that Invoke Curiosity

Finally  
Exposed  
Revealed  
Truth  
Imagine  
Secret  
Uncover

# BONUS #2: #1 COPYWRITING HACK

The best, simplest, and FREE way to improve your copy is to HAND write good copy. Use resources like [swiped.co](http://swiped.co) or the chapter in *Hypnotic Writing* discussing this concept and hand write it at least three times minimum. Do it frequently. You'll start to notice that your brain will soon start to think like a good copywriter without even having to "try."

Here's an amazing example to start improving today:

**How To Write Copy So Compelling Your Prospects Can't Pull it Down**  
By Parris A. Lampropoulos

Want to write great copy? Then think "salted peanuts."

Imagine you're at a party and there's a whole dish of those salted peanuts sitting within reach. You reach over and have one. Then ... a few seconds later ... you have another. And another. Before you know it, the peanuts are gone and you're salivating for more.

Well, that's how I feel every time I read one of Joe Sugarman's ads. They're so addictive you can't stop reading.

For those of you who aren't familiar with Joe, he's the president of Blublocker Corp., and one of the greatest copywriters alive. He has sold hundreds of millions of dollars of product through his catalogues, space ads, and TV infomercials.

So when Joe Sugarman talks, you listen. I listened at a seminar a number of years ago, and what I heard changed forever the way I approach my ads and sales letters.

At the seminar, Joe stepped up to the lectern and told us he was about to let us in on THE secret of his success as a copywriter.

# BONUS #2: #1 COPYWRITING HACK

## Sugarman's Secret

Turning on the projector, he flashed one of his famous ads on the overhead screen and pointed out the various components. These included the Headline ... Subhead ... Illustration ... Captions ... Crossheads ... and Layout.

Then he told us the secret: “All of these elements are designed to get you to do one thing and one thing only. They’re all designed to get you to read the first sentence. That’s all.”

He went on to say that the purpose of the first sentence is to get the reader to read the second sentence. And the purpose of the second sentence is to get him to read the third. And so on.

The deeper the reader gets into the copy, the greater the chance he’ll buy the product. So your job as a copywriter is to make the reader glide effortlessly through the ad.

Or, as mail-order king Ben Suarez puts it: a good ad is like a “greased chute, with no dead spots in the copy. Once the prospect starts reading, he or she flies through the promotion and can’t stop.”

So how do you make your ad like a greased chute? Start out by having a great opening sentence, one that grabs the reader by the throat and makes him want to know more.

## A Valuable Lesson

If you want to learn how to write sentences like that, just take a lesson from Reader’s Digest, the most widely read magazine in the world. Here are some examples of opening sentences I found in a recent issue:

# BONUS #2: #1 COPYWRITING HACK

“Carl Burnside was in his kitchen when he heard his 8-year old daughter, Julia, scream.”

“It’s surprising how much we ‘know’ about our bodies that simply isn’t true.”

“As often as not, a President’s political problems begin with himself.”

Notice how those sentences arouse your curiosity and practically force you to read further. Your opening sentences should do the same.

So think of your opening as a funnel leading into the giant chute that is your ad. Then, once you’ve gotten the reader into the chute, keep it greased so the reader continues to slide through effortlessly.

## Use Transitions

The way to keep the chute greased is by making smooth transitions between sentences. You do that by arranging your sentences in a logical order and by having each successive sentence pick up where the last one left off.

To understand the above concept, read the following 2 versions of the same statement:

Version 1: “The best ads are those that are written quickly. The enthusiasm for the product comes through when the ad is written quickly.”

Version 2: “The best ads are those that are written quickly. When ads are written quickly, the enthusiasm for the product comes through.”

Notice how Version 2 of the statement is easier to read than Version 1. The reason? The first sentence ends by leaving the thought “ads that are written quickly” in the reader’s mind and the second sentence begins with that same thought.



# BONUS #2: #1 COPYWRITING HACK

So pay attention to transition. Arrange your thoughts logically. Repeat key words from sentence to sentence. And if you can't find any better way to link your ideas, use old stand-bys like "in addition," "by the way," and "up to this point."

Up to this point, we've discussed openings and transitions, but there are also other factors you should know about. Here are some additional guidelines:

**1. Write with passion!** Passion is absolutely essential -- without it, your copy will be lifeless. So before you sit down to write an ad, get yourself into a peak emotional state. Let all your enthusiasm for the product come out in the copy. Write from the heart. And don't be afraid of overdoing it or of sounding corny or hokey. As long as you're being honest and genuine, people will be moved by your enthusiasm and will respond by opening their wallets.

**2. Write from the reader's point of view.** The reader doesn't care about you or your product. All he cares about is what's in it for him. So tell him. And tell him in the second person, present tense. Don't say "a person will look and feel younger;" say "you look and feel younger."

**3. Use active voice, not passive voice.** Passive voice is wimpy and robs your copy of vitality. So don't say "a vote was taken by the committee;" say "the committee took a vote." Don't say "when your order is received;" say "when I receive your order."

**4. Speak in actions, not abstractions.** Rather than using abstract concepts such as "you'll have better health," show your prospect what having better health means. Draw a picture for him. Otherwise, he'll have to go through the mental process of translating your abstraction into the proper image. And by the time he does that, you've lost him.



# BONUS #2: #1 COPYWRITING HACK

**5. Use simple sentences and simple words.** Don't say "procure," say "get." Don't say "numerous," say "many." Don't say "sufficient," say "enough."

**6. Use short sentences and short paragraphs.** Long paragraphs are hard to read ... and long sentences leave the reader out of breath. Try to limit your paragraphs to under 7 sentences and your sentences to under 17 words.

**7. Avoid superfluous words.** Instead of saying "a great number of people," say "many people." Instead of saying "we're concerned with the issue of safety," say "we're concerned about safety."

Strip every sentence down to its cleanest components. Get rid of every word that serves no purpose, every long word that could be a short word, every unnecessary adjective or adverb. Boil down your copy as a chef boils down a soup stock or cream sauce. What you'll end up with is copy so concentrated and so tasty that few good prospects will be able to resist it.

# HEY, I'M DAWN

I'm an expert copywriter and funnel builder and help entrepreneurs create copy that SELLS.

Thank you for trusting me to teach you a few of my copy tips and tricks.

If you'd like to dive deeper, you can check out my blog at [www.dawnapuan.com/blog](http://www.dawnapuan.com/blog)

You can also follow me on IG @dawnapuan

If you're interested in getting help with your copy and/or funnel, let's jump on a free strategy call together!

[www.dawnapuan.com/book](http://www.dawnapuan.com/book)

