

HEADLINE

FORMULAS

that Work Every time

NOW YOU CAN QUIT YOUR JOB
AND MAKE EVEN
MORE MONEY



Here is the important news you need to know about. You won't read about it anywhere else. The fact is, you need news on issues affecting you so you may make informed decisions on matters that have a major impact on your life.

We are committed to providing you with such vital information. The pages of this newspaper are filled with top news, profiles, features, commentaries, columns, reviews and much more. It's the detail-packed information you need to live your daily life.

And did we mention there is breaking news? We wanted to make sure we got your attention and it appears that we did. Of course, the headline must have helped a great deal. The bigger the headline, the more important the news, and today's most important news, and today's most important news.

When the news is just too important to wait for it to impact your life, then it's time to look to us for the update.

This publication is the one to turn to for breaking news, weather updates, the traffic report and much more. All the news you need is all we print.

We also look at the stories behind the headlines: who did what and why, and what's behind the other thing? To get the full picture, you have to know what is going on behind the scenes, and this newspaper and our award-winning journalists put you there.

So the next time you are wondering where to turn to for the most up-to-date reporting of the news that is important to you in life and the lives of your loved ones, check out all that is happening on the front page of this paper.



HOW TO [Achieve] Something Specific]

- HOW TO EAT ON LESS THAN \$1.00/MEAL
- HOW TO TURN 1 IDEA INTO 2 PLUS MONTHS OF CONTENT
- HOW TO TALK TO YOUR ANGRIEST CUSTOMERS AND TURN THEM INTO RAVING FANS
- HOW TO WRITE THE HIGHEST-PERFORMING FACEBOOK ADS, EVER

HEADLINE FORMULA #2 - You Can Have

**NOW YOU
CAN HAVE**
[something desirable]
[great outcome]

- NOW YOU CAN QUIT YOUR JOB AND MAKE EVEN MORE MONEY
- NOW YOU CAN MEET YOUR SOULMATE ONLINE WITHOUT SPENDING A DIME
- NOW YOU CAN OWN A COOL MAC AND NOT BREAK THE BANK

The [Adjective] Guide to [Specific Topic]

- THE COMPACT GUIDE TO LIST BUILDING FOR BUSY PEOPLE
- A BRIEF GUIDE TO FIXING YOUR OLD, NEGLECTED, AND BROKEN TYPEWRITER
- A SCIENTIFIC GUIDE TO THE POWER OF SAYING “NO”: HOW TO AVOID
- TEMPTATION AND DISTRACTION

[Number]
SUREFIRE
STRATEGIES
for [benefit] Even If You're
Worried About [negative
outcome/negative situation]

- 7 SUREFIRE STRATEGIES FOR EARNING 7-FIGURES PASSIVE INCOME EVEN IF YOU'RE WORRIED ABOUT NOT HAVING ENOUGH SKILLS AND EXPERIENCE
- 10 PROVEN STRATEGIES TO BOOST SALES EVEN ON LEAN MONTHS
- 5 TESTED STRATEGIES TO ACHIEVE THAT GREAT BODY EVEN IF YOU ARE NOT A FITNESS BUFF

[#] [Adjective]
WAYS TO
[Achieve Something Specific]

- 25 QUICK AND EASY WAYS TO MAKE MONEY AT HOME
- 7 SNEAKY WAYS TO MAKE YOUR CONTENT JUMP OFF THE PAGE
- 15 SIMPLE WAYS TO SPREAD HAPPINES IN YOUR WORLD STARTING TODAY

[Number]
[common problem]
GOOF OR
MISTAKE
[Undesireable Outcome]

- 9 LANDING PAGE GOOFS THAT MAKE YOU LOSE TONS OF BUSINESS
- 5 COMMON MENTAL ERRORS THAT PERSUADE YOU TO MAKE BAD DECISIONS
- 7 DEADLY CAR SEAT MISTAKES EVEN EXPERIENCED PARENTS MAKE

HOW

[I/We/CompanyX]
[Achieved Something Specific] in
[TimeA few starters to help
your creative juices... Frame]

- HOW I BUILT AN ONLINE T-SHIRT BUSINESS AND MADE \$979.28 IN 2 WEEKS
- HOW WE INCREASED OUR FACEBOOK FANS BY 332% IN 2015
- HOW I PAID OFF \$46,500 OF STUDENT LOANS IN LESS THAN 2 YEAR

WHY

[Surprising Fact]

- WHY GOOD UNIQUE CONTENT NEEDS TO DIE A FAST DEATH
- WHY SEO IS ALL ABOUT GREAT CONTENT MARKETING
- WHY HAVING TO START OVER – AGAIN – IS GREAT

A few starters to help your creative juices...

1. The Secret of _____
2. Top 10 Ways to _____
3. Why _____ Never Fails
4. How _____ Can Help You Succeed
5. What _____ Doesn't Want You to Know
6. Why _____ Isn't as Bad as You Think
7. Tips for Helping You _____
8. How to _____
9. If _____, then you can _____
(e.g. If you can sew a hem, then you can make this quilt)
10. What Everyone Should Know About _____
11. The Beginner's Guide to _____
12. 4 Keys to _____
13. 10 _____ the Experts Use
(e.g. tools, formulas, products)
14. How Many Times Have You _____?
(e.g. tried to change a tire and failed)
15. 20 _____ Mistakes and
How to Avoid Them
16. The Truth About _____
17. The Ultimate Guide to _____
18. _____ Made Simple
19. 5 Minutes to a Better _____
20. Here is What Happens When

21. Before You _____, Read This Post.
22. What Happens When _____
23. You Too Can _____
24. How to _____ in Less Than an Hour
a Day
25. 7 Types of _____ That Will
Help You _____
26. Case Studies That Prove _____
27. Do _____ Like a Pro
28. 20 Genius Hacks That Will Help You

29. 10 Examples of _____
30. 5 Things I Wish I Had Known
About _____