The Ultimate List of Headline Formulas

Number + Adjective + Keyword + Rationale + Promise

[Do something] like [world-class example]

Interesting adjectives + unique nouns

[Amazing Headline]: Subhead

Who Else Wants ___

The Secret of _____

Little Known Ways to ______

Here’s a Quick Way to [solve a problem]

Have a / Build a _____ You Can Be Proud Of

What Everybody Ought to Know About ______

[Number] Lessons I Learned From _____

How to Survive Your First _____
How to ___

How to ___ – The Essential Guide

How to ___ like ___

How to ___ even if / without ___

How to ___ while ___

How to use ___ to ___

How to ___ in five easy steps

Headline. A little something extra.

The mini-headline: 4 words or fewer

Headline + Headline

Item and Item: Listicle

___, backed by science

The Ultimate/BEGINNER’S Guide to ___

The Big List of ___

[Adjective] & [Adjective] [Keyword Phrase] That Will [Highly Desirable Promise of Results]

Source: blog.bufferapp.com/headline-formulas