

**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]

