



Session 1: Headline Templates

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Headline #1: Get Rid of Your Money Problems Once and for All

Headline Template #1: Get Rid of (Problem) Once and For All

Use this Headline Template when: Your prospects have a problem they are well aware of and will quickly recognize and acknowledge just by your naming the problem.

Where do you go from here? Start talking about the problem, and the additional problems it implies or is leading to.

Examples:

<i>Financial Planners</i>	Get Rid of Your Retirement Worries Once and for All
<i>Dentists</i>	Get Rid of That Toothache Once and for All
<i>Headhunters</i>	Get Rid of That Lousy Job Once and for All
<i>Health Clubs</i>	Get Rid of That Sluggish Feeling Once and for All
<i>Caterers</i>	Get Rid of Party Planning Woes Once and for All
<i>Web Designers</i>	Get Rid of Your Web Site Problems Once and for All
<i>Beauty Salons</i>	Get Rid of That Ugly Haircut Once and for All
<i>Stop-Smoking Program</i>	Get Rid of That Nasty Habit Once and for All
<i>Razor Manufacturer</i>	Get Rid of “Sloppy Shaves” Once and for All
<i>Dry Cleaner</i>	Get Rid of That Rumpled Look Once and for All
<i>Computer Instructor</i>	Get Rid of “Computer Phobia” Once and for All
<i>Time Management Expert</i>	Get Rid of that Feeling of Overwhelm Once and for All
<i>Health Food Store</i>	Get Rid of Foods That Are Bad for You Once and for All
<i>Security System Installer</i>	Get Rid of Those Sleepless Nights Once and for All

Headline #2: Who Else Wants to Look Like a Movie Star?

Headline Template #2: Who Else Wants _____?

Use this Headline Template when: Your prospects have a desire or goal, and the awareness of it is easily incited simply by your naming it.

Where do you go from here? Start talking about achieving the desire or goal, and the benefits and implications of doing so.

Examples:

<i>Real Estate Agent</i>	Who Else Wants to Live in a Dream Home?
<i>Accountant</i>	Who Else Wants to Pay Lower Taxes?
<i>Discount Carpet Store</i>	Who Else Wants A Beautiful New Carpet – at 50% Off?
<i>Chiropractor</i>	Who Else Wants to Feel Healthy Again – Without Taking Drugs?
<i>Bed and Breakfast</i>	Who Else Wants a Carefree Country Weekend?
<i>Professional Organizer</i>	Who Else Wants to Find Everything at a Moment’s Notice?
<i>Web Hosting Company</i>	Who Else Wants Great Web Hosting and Quick Customer Service?
<i>Restaurant</i>	Who Else Wants Home Cooked Food With No Muss and No Fuss?
<i>Babysitting Service</i>	Who Else Wants to Go Out Again? (Just Like You Did When You Were Dating)
<i>Copier Sales</i>	Who Else Wants Clean, Crisp Copies at Half the Cost?
<i>Headhunter</i>	Who Else Wants a Great New Job?
<i>Housepainter</i>	Who Else Wants a Freshly Painted House?
<i>Payroll Service</i>	Who Else Wants Their Payroll Handled for Them?
<i>Tire Store</i>	Who Else Wants Great-Looking New Tires?
<i>Wedding Planner</i>	Who Else Wants More Fun and Less Stress at Their Wedding?

Headline #3: Thousands Now Play Who Never Thought They Could

Headline Template #3: Thousands Now (*name the result they get that you provide... a result that many people think is hard or impossible to achieve*) Who Never Thought They Could

Use this Headline Template when: You have a product or service that an provide a result people desperately want... but they really don't think they could ever achieve it – **and** you can prove that others have used your product or service to achieve this result.

Where do you go from here? Talk about the result others have achieved, and deliver proof that they really have.

Examples:

<i>Cosmetic Dentist</i>	Thousands Now Smile Confidently Who Never Thought They Could
<i>Camera Store</i>	Thousands Now Take Beautiful Pictures Who Never Thought They Could
<i>Stop-Smoking Program</i>	Thousands Now Have Quit Smoking Who Never Thought They Could
<i>Martial Arts School</i>	Thousands Now Kick-Box Who Never Thought They Could
<i>Denture Adhesive</i>	Thousands Now Eat Corn-On-The-Cob Who Never Thought They Could
<i>Flying Instructor</i>	Thousands Now Fly Planes Who Never Thought They Could
<i>Persian Rug Store</i>	Thousands Now Have Persian Rugs Who Never Thought They Could
<i>Lawn Mowing and Hedge Trimming Service</i>	Thousands Now Have Beautiful Lawns Who Never Thought They Could
<i>Luxury Car Dealer</i>	Thousands Now Drive Awesome Cars Who Never Thought They Could
<i>Personal Trainer</i>	Thousands Now Take Pride in Their Bodies Who Never Thought They Could

Headline #4: Build A Body You Can Be Proud Of

Headline Template #4: (Have, Build, Get, Own) a _____ You Can Be Proud Of

Use this Headline Template when: There's something your prospects are dissatisfied with in their lives – and they know it – and you can help them make a change so their feeling changes from dissatisfaction (or even embarrassment or shame) into pride.

Where do you go from here? Talk about the dissatisfaction of where they are now, and the implications of that dissatisfaction... and show them how what you offer is a reliable and attractive “way out.”

Examples:

<i>Personal Coach:</i>	Create The Life <u>You</u> Can Be Proud Of
<i>Kitchen Remodeler:</i>	Build a Kitchen <u>You</u> Can Be Proud Of
<i>Web Designer:</i>	Build a Web Site <u>You</u> Can Be Proud Of
<i>College Admissions Courses:</i>	Get Into a College <u>You</u> Can Be Proud Of
<i>Luxury Auto Dealer:</i>	Own a Car <u>You</u> Can Be Proud Of
<i>Landscaping Service</i>	Have a Yard <u>You</u> Can Be Proud Of
<i>Office Furniture Store</i>	Have an Office <u>You</u> Can Be Proud Of
<i>Bicycle Store</i>	Ride a Mountain Bike <u>You</u> Can Be Proud Of
<i>Cosmetic Dentist</i>	Have a Smile <u>You</u> Can Be Proud Of
<i>Sculptor</i>	Own Original Art <u>You</u> Can Be Proud Of
<i>Architect</i>	Live in a Home <u>You</u> Can Be Proud Of
<i>Personal Trainer</i>	Sculpt a Body <u>You</u> Can Be Proud Of
<i>Jewelry Store</i>	Wear a Watch <u>You</u> Can Be Proud Of
<i>Camera Store</i>	Take Pictures <u>You</u> Can Be Proud Of
<i>Caterer</i>	Throw a Party <u>You</u> Can Be Proud Of

Headline #5: Give Me Five Days – And I’ll Give You the Secret of Learning Any Subject!

Headline Template #5: Give Me (surprisingly short, measurable period of time) – and I’ll (give you this result you wouldn’t have expected!)

Use this Headline Template when: You can deliver a result much more quickly than most people are accustomed to thinking it takes to deliver the result.

Where do you go from here? Talk about the agony, inconvenience or patience-trying frustration most people go through waiting to achieve a particular result they want... and show how you can deliver the same result so much more quickly.

Examples:

<i>Plumber:</i>	Give Me 45 Minutes – And I’ll Have Your Drain Running Like New!
<i>Internet Service Provider:</i>	Give Me 15 Minutes – And I’ll Have You Up and Running On the World Wide Web!
<i>Luggage Store:</i>	Give Me Half an Hour – and I’ll Have You Outfitted for Any Trip You Ever Take!
<i>Personal Trainer:</i>	Give Me Half an Hour – And I’ll Show You How to Get In the Best Shape of Your Life!
<i>Florist:</i>	Give Me Five Minutes – And I’ll Send The Perfect Flower Arrangement to Anyone, Anywhere in the World!
<i>Video Production Company:</i>	Give Me 10 Minutes – And I’ll Tell You How You Can Remember Every Enjoyable Detail of Your Wedding <u>Forever!</u>
<i>Speed Reading Instructor</i>	Give Me Eight Hours – And I’ll <u>Double</u> Your Reading Speed!
<i>Health Food Store</i>	Give Me 10 Minutes – And I’ll Have You Eating Healthy Again
<i>Beauty Salon</i>	Give Me One Hour – And I’ll Give You a Brand New Look!
<i>Hair Replacement Specialist</i>	Give Me Three Minutes a Day – And I’ll Give You A Full Head of Hair!
<i>Men’s Clothing Store</i>	Give Me An Hour – And I’ll Give You A Brand New Wardrobe!
<i>Advertising Specialties</i>	Give Me Five Minutes – And I’ll Show You How to Keep Your Customers Thinking About You All The Time

Headline #6: The Lazy Man's Way to Riches

Headline Template #6: The Lazy (name your prospect)'s Way to (condition, goal or end result your prospects want, that you can provide for them)

Use this Headline Template when: Most people think that getting to the condition, goal or end result they want – and that your product or service can provide for them – is hard, and you can give them a way to get there easily.

Where do you go from here? Talk about the struggles most people go through using most methods, and then demonstrate how and why your way is easier.

Examples:

<i>Ceramic Tile Contractor:</i>	The Lazy Homeowner's Way to Beautiful Floors and Counters
<i>Limo Service:</i>	The Lazy Person's Way to Get Around Town
<i>Restaurant Meals Delivery Service:</i>	The Lazy Cook's Way to Serve a Great Dinner
<i>Salon and Spa:</i>	The Lazy Woman's Way to Look Absolutely Ravishing
<i>Lawn Mowing and Hedge Trimming Service:</i>	The Lazy Homeowner's Way to Keep Your Lawn in Perfect Condition
<i>Traveling Massage Therapist:</i>	The Lazy Person's Way to Relax Completely
<i>Stop Smoking Program</i>	The Lazy Smoker's Way to Quit – Permanently
<i>Computer Instructor</i>	The Lazy Person's Way to Computer Mastery
<i>Headhunter</i>	The Lazy Executive's Way to Get a Great New Job
<i>Housepainter</i>	The Lazy Homeowner's Way to Get Your House Painted
<i>Roof Repair</i>	The Lazy Homeowner's Way to Get Your Roof Repaired
<i>Self-Storage</i>	The Lazy Person's Way to Deal With "Too Much Stuff"
<i>Tour Bus Company</i>	The Lazy Traveler's Way to Go on Vacation
<i>Security Systems Installer</i>	The Lazy Person's Way to Protect Your Home

Headline #7: Do You Make These Mistakes in English?

Headline Template #7: Do You Make These (type of service you provide) Mistakes?

Use this Headline Template when: What you offer helps people avoid costly mistakes that others often make – where you can demonstrate, in your copy, how the mistakes people typically make are indeed costly.

Where do you go from here? Talk about the mistakes people make in the subject area where you can help them prevent making those mistakes – and spell out, right there and right then, the specific costs or consequences of making those mistakes.

Examples:

<i>Computer Training Business</i>	Do You Make These Computer Mistakes?
<i>Insurance Company</i>	Are You Making Any of These Financial Mistakes?
<i>Web Marketing Consultant</i>	Do You Make These Web Marketing Mistakes?
<i>Quick Oil-Change Service</i>	Can You Spot These Auto Maintenance Mistakes?
<i>Swimming Instructor</i>	Do You Make These Common Swimming Mistakes?
<i>Estate Planning Attorneys</i>	Is Your Estate Vulnerable Because of These 7 Common Mistakes?
<i>Speed Reading Instructor</i>	Do You Make These Reading Mistakes?
<i>Dry Cleaner</i>	Do You Make These Apparel-Care Mistakes?
<i>Home Remodeler</i>	Do You Make These Home Maintenance Mistakes?
<i>Headhunter</i>	Do You Make These Career-Damaging Mistakes?
<i>Management Consultant</i>	Do You Make These Management Mistakes?
<i>Trade Show Display Company</i>	Do You Make These Trade Show Mistakes?
<i>Martial Arts School</i>	Do You Make These Self-Defense Mistakes?
<i>Plumber</i>	Do You Make These Plumbing Mistakes?
<i>Wedding Planner</i>	Will You Make These Wedding Mistakes?

Headline #8: Speak Spanish Like a Diplomat

Headline Template #8: (Do Activity) like (world-class practitioner of this activity)

Use this Headline Template when: You offer prospects a way to take some skill or activity to a very high level.

Where do you go from here? Talk about performing this activity at the level of excellence your product or service can take prospects to, and compare that to what happens when people perform at a lower, more mediocre level.

Examples:

<i>Music Teacher</i>	Play Guitar Like A Rock Star
<i>Ski Instructor</i>	Ski Like An Olympic Champion
<i>Trendy Night Club</i>	Party Like A Jet-Setter
<i>Cooking School</i>	Prepare Meals Like A Paris Chef
<i>Plastic Surgeon</i>	Look Like A Million Dollars
<i>Golf Instructor</i>	Play Golf Like A PGA Pro
<i>Baseball Camp</i>	Play Ball Like A World Series Champion
<i>Public Speaking Instructor</i>	Speak Like A Pro
<i>Dance Instructor</i>	Dance With The Best Of Them
<i>Flying Instructor</i>	Fly Planes Like An Expert
<i>Riding Academy</i>	Ride Like A Champion

Headline #9: If You're Out of The Market Now, You'll Hate Yourself Later

Headline Template #9: If you (don't take advantage of this opportunity your company provides), you'll hate yourself later

Use this Headline Template when: You want to create urgency to get people to act on your offer, and you have a legitimate and believable reason (or set of reasons) that they should act right away.

Where do you go from here? Talk about someone who missed an opportunity by procrastinating, and compare that person to another person who acted right away... or do the same thing with the action-taking person first and the procrastinator second.

Examples:

<i>High-Speed Internet Provider</i>	If You <u>Don't</u> Get Broadband Now, You'll <u>Hate</u> Yourself Later
<i>Dance Studio</i>	If You <u>Don't</u> Learn to Dance Now, You'll <u>Hate</u> Yourself Later
<i>Bank</i>	If You <u>Don't</u> Start Saving Now, You'll <u>Hate</u> Yourself Later
<i>Furniture Re-upholsterer</i>	If You <u>Don't</u> Re-Upholster Your Furniture Now, You'll Hate Yourself Later
<i>Security Systems Installer</i>	If You <u>Don't</u> Protect Your Home Now, You'll <u>Hate</u> Yourself Later
<i>Safari Tour Company</i>	If You <u>Don't</u> Take A Safari While You Still Can, You'll <u>Hate</u> Yourself Later
<i>Chiropractor</i>	If You <u>Don't</u> Fix Your Back Problem Now, You'll <u>Hate</u> Yourself Later
<i>Financial Planner</i>	If You <u>Don't</u> Plan For Your Retirement Now, You'll <u>Hate</u> Yourself Later
<i>Hair Replacement Specialist</i>	If You <u>Don't</u> Turn Your Hair Problem Around Now, You'll <u>Hate</u> Yourself Later
<i>Health Club</i>	If You <u>Don't</u> Get In Shape Now, You'll <u>Hate</u> Yourself Later
<i>Dentist</i>	If You <u>Don't</u> Take Care of That Toothache Now, You'll <u>Hate</u> Yourself Later
<i>Accountant</i>	If You <u>Don't</u> Handle Your IRS Problem Now, You'll <u>Hate</u> Yourself Later

Headline #10: Do You Recognize the 7 Early Warning Signs of High Blood Pressure?

Headline Template #10: Do Your Recognize the 7 Early Warning Signs of (problem that you solve)?

Use this Headline Template when: People are aware in general of a serious problem you help them solve, but they are blissfully ignorant that they themselves have this problem ... and you can point out simple warning signs that they can easily identify.

Where do you go from here? Talk about the warning signs, and make repeated mentions of the implications or consequences of the problem that the warning signs indicate.

Examples:

<i>Roof Repair</i>	Do You Recognize The 7 Early Warning Signs Of A Leaky Roof?
<i>Management Consultant</i>	Do You Recognize The 7 Early Warning Signs Of Employee Insurrection?
<i>Candy Store</i>	Do You Recognize The 7 Early Warning Signs Of Candy Deprivation?
<i>Cruise Line</i>	Do You Recognize The 7 Early Warning Signs Of Workaday Stress?
<i>Tire Store</i>	Do You Recognize The 7 Early Warning Signs Of Sudden Tire Failure?
<i>Therapist</i>	Do You Recognize The 7 Early Warning Signs Of An Emotional Breakdown?
<i>Accountant</i>	Do You Recognize The 7 Early Warning Signs Of Embezzlement?
<i>Personal Trainer</i>	Do You Recognize The 7 Early Warning Signs Of “Permanent Pot-Belly?”
<i>Wedding Planner</i>	Do You Recognize The 7 Early Warning Signs Of Potential Wedding Crisis?
<i>Professional Organizer</i>	Do You Recognize The 7 Early Warning Signs Of Gridlock Clutter?
<i>Office Furniture Store</i>	Do You Recognize The 7 Early Warning Signs Of Outgrowing Your Office Furniture?

Headline #11: The Most Comfortable Shoes You've Ever Worn or Your Money Back

Headline Template #11: The (make a bold claim that you can live up to) or Your Money Back

Use this Headline Template when: You have the best in its class in one particular way, and your customers have already told or shown you that they think so.

Where do you go from here? Talk about how and why what you have is the best, the most, or whatever it is that sets it apart from the competitors – and prove it.

Examples:

<i>Razor Manufacturer</i>	The Smoothest Shave You've Ever Had or Your Money Back
<i>Office Supply Store</i>	Best Quality Office Supplies at the Lowest Prices or Your Money Back
<i>Driving School</i>	The Most Patient Driving Instructors In Town or Your Money Back
<i>Jewelry Store</i>	The Most Elegant Jewelry You've Ever Seen or Your Money Back
<i>Riding Academy</i>	You'll Feel Totally at Home on Our Horses or Your First Lesson's Free
<i>Dry Cleaners</i>	The Best Care Your Clothes Have Ever Received Or Your Money Back
<i>Trade Show Display Company</i>	The Most Attractive Tradeshow Display You've Ever Seen or Your Money Back
<i>Home Entertainment Store</i>	The Most Awesome Home Theatre You've Ever Experienced, Or Your Money Back
<i>Singing Telegram Company</i>	The Most Memorable Message Ever Delivered On Your Behalf, Or Your Money Back
<i>Time Management Expert</i>	The Most Useful Time-Saving Tips You've Ever Seen, Or Your Money Back
<i>Denture Adhesive</i>	You Won't Even Realize You're Wearing Dentures, Or Your Money Back
<i>Limo Service</i>	The Smoothest Ride You've Ever Taken, Or Your Money Back

Headline #12: See How Easily You Can Learn to Dance This New Way

Headline Template #12: See How Easily You Can (Result You Provide) (How You Provide It: “This New Way,” “With My Help,” etc.)

Use this Headline Template when: You make something people normally think of as hard to do, hard to get, hard to learn, etc. ... easy!

Where do you go from here? Tell them about how you make it easy, and prove it.

Examples:

<i>Publicist</i>	See How Easily You Can Get Publicity For Your Business
<i>Time Management Expert</i>	See How Easily You Can Get More Done This New Way
<i>Flying Instructor</i>	See How Easily You Can Learn To Fly This New Way
<i>Architect</i>	See How Easily You Can Design Your New Home With Our Help
<i>Health Food Store</i>	See How Easily You Can Have A Delicious, Healthier Diet
<i>Hair Replacement Specialist</i>	See How Easily You Can Have A Full Head Of Hair
<i>Snowmobile Dealer</i>	See How Easily You Can Cruise Through Mountain Snows
<i>Housepainter</i>	See How Easily You Can Get Your House Painted
<i>Photographer</i>	See How Easily You Can Get Beautiful Portraits Made
<i>Personal Trainer</i>	See How Easily You Can Get In Shape With My Help
<i>Safari Tour Company</i>	See How Easily You Can Take A Safari
<i>Persian Rug Store</i>	See How Easily You Can Own A Persian Rug
<i>Acupuncturist</i>	See How Easily You Can Try Acupuncture
<i>Swimming Instructor</i>	See How Easily You Can Learn To Swim
<i>Speed Reading Instructor</i>	See How Easily You Can Learn Speed Reading This New Way
<i>Web Designer</i>	See How Easily You Can Have A Great Web Site

Headline #13: You Don't Have to Be Rich to Retire on a Guaranteed Income for Life

Headline Template #13: You Don't Need/Have to (What People Think They Need, As a Prerequisite) to (Get a Desired Result That You Can Provide, That People Thought They Couldn't Get)

Use this Headline Template when: Your prospects think they need to have a certain qualification in order to get the result your product or service can provide them – but they don't need to have that qualification at all.

Where do you go from here? Tell them what most people think, tell them why most of the time that's true, tell them why in your case it's not necessary, and then prove it to them.

Examples:

<i>Hotel</i>	You Don't Have to Be Famous to Get the "Star Treatment" at Our Hotel
<i>Clothing Store</i>	You Don't Have to Be Model-Thin to Look Absolutely Gorgeous In Our Clothes
<i>Public Speaking Instructor</i>	You Don't Need Nerves of Steel to Hold an Audience Spellbound
<i>Home Remodeler</i>	You Don't Need a Huge Budget to Have Your Home Beautifully Remodeled
<i>Computer Instructor</i>	You Don't Need a Genius I.Q. to Become a Whiz at Your Computer
<i>Cosmetic Dentist</i>	You Don't Need Perfect Genes to Have a Movie-Star Smile
<i>Sculptor</i>	You Don't Need a Degree in Fine Arts to Have Museum-Quality Sculpture in Your Home
<i>Payroll Service</i>	You Don't Need a Staff Accountant to Get Your Payroll Handled Professionally for You
<i>Locksmith</i>	You Don't Need to Work for the CIA to Get Your Locks Open Without a Key

Headline #14: What's New in Summer Sandwiches?

Headline Template #14: How to adapt this headline to your business: What's New in (Something Your Customer Buys From You, Is Familiar With and Interested in)?

Use this Headline Template when: You have something new that will be meaningful or impressive to your prospects. It doesn't have to be wholly new or brand-new; a new feature, capability or convenience within an existing product or service will work.

Where do you go from here? Talk about the new product or service, or new aspect, and make a big deal out of how much of a difference this will make to your prospect.

Examples:

<i>Bicycle Shop</i>	What's New in Mountain Bikes?
<i>Daycare Center</i>	What's New in Daycare?
<i>Office Rentals</i>	What's New in Furnished Offices?
<i>Construction Equipment Dealer</i>	What's New in Construction Equipment?
<i>Financial Planner</i>	What's New in Financial Planning?
<i>Tour Bus Company</i>	What's New in Group Tours?
<i>Singing Telegram Company</i>	What's New in Party Surprises?
<i>Copier Sales</i>	What's New in Office Copiers?
<i>Persian Carpet Store</i>	What's New in Persian Carpets?
<i>Advertising Specialties</i>	What's New in Advertising Specialties?
<i>Self-Storage</i>	What's New in Self-Storage?
<i>Home Entertainment</i>	What's New in High-Definition TV?

Headline #15: 10 Ways to Beat the High Cost of Living

Headline Template #15: 10 Ways to (Action That Obviously Leads to an End Result You Can Help Clients or Customers Create, or Condition That People Would Rather Be in Than the One they're In Now)

Use this Headline Template when: You have a product or service that involves different steps, aspects or methods that create a desired result or solve a dreaded problem

Where do you go from here? Talk about the situation people are in before they know about your solution(s). Then talk about the improvements your solution(s) bring(s) about.

Examples:

<i>Financial Advisor</i>	10 Ways to Build a Secure Financial Future
<i>Personal Trainer</i>	10 Ways to Stay in Tip-Top Shape
<i>Quick Oil-Change Service</i>	10 Ways to Keep Your Car Running Smoothly
<i>Caterers</i>	10 Ways to Throw a Successful Party
<i>Web Hosting Company</i>	10 Ways to Build an Awesome Web Site
<i>Bed and Breakfast</i>	10 Ways to Lower Stress and Enjoy Yourself Again
<i>Headhunter</i>	10 Ways to Get the Job You've Always Dreamed Of
<i>Real Estate Agent</i>	10 Ways to Find the Home That's Just Right for You
<i>Professional Organizer</i>	10 Ways to Be Perfectly Organized
<i>Camera Store</i>	10 Ways to Take Great Pictures
<i>Personal Coach</i>	10 Ways to Live the Life You've Always Dreamed Of
<i>Wedding Planner</i>	10 Ways to Have The Most Wonderful Wedding Imaginable
<i>Limo Service</i>	10 Ways to Have an Awesome Night on the Town
<i>Dentist</i>	10 Ways to Have a Great Smile
<i>Grocery Store</i>	10 Ways to Serve More Delicious, Nutritious Meals

Headline #16: New Concept in Weight Control

Headline Template #16: New Concept in (Something That a Good Prospect for Your Business Will Instantly Recognize and Want to Know More About)

Use this Headline Template when: You have something that represents a new concept that your prospects will see both as new, and valuable.

Where do you go from here? Talk about the state-of-the-art before what you're offering; talk about the limitations it presents; and introduce your new concept, and spell out in very obvious and clear detail what your new concept is and why it gives your prospect and undeniable (and irresistible) advantage.

Examples:

<i>Health Food Store</i>	New Concept in Nutrition
<i>Kitchen Remodeler</i>	New Concept in Kitchen Design
<i>Financial Advisor</i>	New Concept in Wealth Preservation
<i>Cruise Line</i>	New Concept in Unforgettable Vacations
<i>Camera Store</i>	New Concept in Photography
<i>Limo Service</i>	New Concept in Time Management
<i>Stop-Smoking Program</i>	New Concept in Quitting Smoking
<i>Traveling Massage Therapist</i>	New Concept in Stress Reduction
<i>Personal Coach</i>	New Concept in Goal Achievement
<i>Razor Manufacturer</i>	New Concept in Shaving
<i>Web Hosting Company</i>	New Concept in Web Hosting
<i>Hair Replacement Specialist</i>	New Concept in Hair Replacement
<i>Restaurant Meals Delivery Service</i>	New Concept in Gourmet Dining
<i>Driving School</i>	New Concept in Learning to Drive
<i>Bicycle Shop</i>	New Concept in Mountain Biking

Headline #17: Five Familiar Skin Troubles – Which Do You Want to Overcome?

Headline Template #17: Five Familiar ____ Problems – Which Ones Do You Want to Overcome?

Use this Headline Template when: You know five (or fewer, or more) problems prospects come to you about all the time, and you know you can help prospects solve these problems.

Where do you go from here? Talk about the problems, how hard they normally are to solve, and how you have a unique, valuable way of solving each and every one them. Be sure to back up your claims with believable specifics.

Examples:

<i>Financial Planner</i>	Five Common Financial Problems – Which Ones Do You Want to Overcome?
<i>Headhunter</i>	Five Familiar Career Problems – Which Ones Do You Want to Overcome?
<i>Chiropractor</i>	Five Familiar Back Problems – Which Ones Do You Want to Fix?
<i>Dentist</i>	Five Problems People Have With Their Teeth – Which Ones Do You Want to Overcome?
<i>Web Designer</i>	Five Familiar Web Site Problems – Which Ones Do You Want to Overcome?
<i>Professional Organizer</i>	Five Familiar Clutter Problems – Which Ones Do You Want to Overcome?
<i>Security System Installer</i>	Five Familiar Home Security Problems – Which Ones Do You Want to Overcome?
<i>Landscaping Service</i>	Five Familiar Lawn Problems – Which Ones Do You Want to Overcome?
<i>Copier Sales</i>	Five Familiar Photocopier Problems – Which Ones Do You Want to Overcome?
<i>Quick Oil-Change Service</i>	Five Familiar Car Maintenance Problems – Which Ones Do You Want to Avoid

Headline #18: The Secret of Making People Like You

Headline Template #18: The Secret of (An Outcome Your Customers Would Want, That You Can Deliver)

Use this Headline Template when: You have one key, breakthrough idea that forms the basis of your product or service – an “open palm smacking the forehead” kind of idea. (As in “Wow! I could have had a V8!” 😊)

Where do you go from here? Talk about how most people don’t know this secret, and how it is holding them back. Then introduce the secret, and explain how it is just the tip of the iceberg.

Examples:

<i>Discount Carpet Store</i>	The Secret of Luxurious Carpets on a Budget
<i>Security Systems Installer</i>	The Secret of Feeling Safe at Home
<i>Chiropractor</i>	The Secret of Feeling Great Naturally
<i>Dry Cleaner</i>	The Secret of Making Your Clothes Last Longer
<i>Florist</i>	The Secret of Making Up After a Fight
<i>Computer Instructor</i>	The Secret of Mastering Your Computer
<i>Beauty Salon</i>	The Secret of Looking Absolutely Gorgeous
<i>Bank</i>	The Secret of Getting Your Loan Approved
<i>Dentist</i>	The Secret of a Beautiful Smile
<i>Veterinarian</i>	The Secret of Having Healthy Pets
<i>Self-Storage</i>	The Secret of Having Enough Space
<i>Financial Planner</i>	The Secret of Financial Peace of Mind
<i>Advertising Specialties</i>	The Secret of Making Customers Remember You
<i>Babysitting Service</i>	The Secret of Going Out When You Have Children
<i>Estate Planning Attorney</i>	The Secret of Avoiding Unnecessary Taxes
<i>Ceramic Tile Contractor</i>	The Secret of Beautiful Floors

Headline #19: How to Win Friends and Influence People

Headline Template #19: How to (First Benefit) and (Second Benefit)

Use this Headline Template when: When you can promise two highly desirable benefits, and it will seem to your prospect that it's logical, that the first benefit naturally leads to the second one.

Where do you go from here? Talk about how most people don't have the first benefit and so therefore can't reap the fruits of the second benefit... and how you can get them both benefits with your product or service.

Examples:

<i>Hypnotherapist</i>	How to Change Habits and Get Results
<i>Bank</i>	How to Save Money and Retire Rich
<i>Landscaping Service</i>	How to Design Your Lawn So You Get Compliments
<i>Cosmetic Dentist</i>	How to Change Your Smile and Become More Attractive
<i>Dance Studio</i>	How to Dance Comfortably and Become More Popular
<i>Hair Replacement Specialist</i>	How to Have More Hair and Be More Attractive
<i>Camera Store</i>	How to Take Great Pictures and Be Proud of Them!
<i>Yoga Instructor</i>	How to Loosen Up and Relax!
<i>Quick Oil-Change Service</i>	How to Save Time and Make Your Car Last Longer
<i>Tire Store</i>	How to Drive Safely and Ride Comfortably
<i>Martial Arts School</i>	How to Stay Fit and Protect Yourself
<i>Stop-Smoking Program</i>	How to Kick the Habit and Feel Great
<i>Luggage Store</i>	How to Be Stylish and Travel in Comfort
<i>Candy Store</i>	How to Have Fun and Satisfy Cravings
<i>Time Management Expert</i>	How to Save Time and Get Things Done
<i>Salon and Spa</i>	How to Totally Relax and Feel Great
<i>Headhunter</i>	How to Get a Better Job and Make More Money

Headline #20: Why Some People Almost Always Make Money in the Stock Market

Headline Template #2 Why Some (Describe Your Prospects) Almost Always (Do or Achieve Something Your Prospects Want More Of)

Use this Headline Template when: You have a way that can improve people's odds of succeeding at something more of the time.

Where do you go from here? Talk about the problems most people have achieving this particular result, and then present the unique benefits of your solution. *And prove them.*

Examples:

<i>Snowmobile Dealer</i>	Why Some People Almost Always Have More Fun in the Winter
<i>Publicist</i>	Why Some Businesses Get Positive Publicity Almost All the Time
<i>Management Consultant</i>	Why Some Companies Are Almost Always More Productive
<i>Daycare Center</i>	Why Some Parents Almost Always Have Free Time
<i>Clothing Store</i>	Why Some People Almost Always Look Fashionable
<i>Personal Trainer</i>	Why Some People Almost Always Have High Energy
<i>Swimming Instructor</i>	Why Some People Almost Always Have More Fun at the Beach
<i>Office Supply Store</i>	Why Some Businesses Almost Never Run Out of Office Supplies
<i>Speed Reading Instructor</i>	Why Some People Are Almost Always Caught Up on Their Reading
<i>Web Designer</i>	Why Some Web Sites Are Almost Always More Profitable
<i>Real Estate Agent</i>	Why Some People Are Almost Always Happier With Where They Live
<i>Traveling Massage Therapist</i>	Why Some People Almost Always Look Relaxed
<i>Persian Rug Dealer</i>	Why Some People Are Almost Always Proud of Their Floors
<i>Headhunter</i>	Why Some People Almost Never Have a Bad Day at Work
<i>Estate Planning Attorney</i>	Why Some People Almost Always Feel Secure About Their Net Worth