Discover how to hook your ideal audience using proven (and profitable) headline-writing formulas!

Featuring 40 Different “Copy and Paste” Headline Templates!

John Nemo
Author of the Amazon #1 Bestseller LinkedIn Riches
HEADLINE
HERO

Let’s Get Started...
Imagine spending hours crafting the perfect blog post or white paper – a masterful piece of content designed to demonstrate your authority, build your brand and grow your audience.

Imagine slaving over the keyboard, striking just the right tone with your words. Imagine providing incredible insight and bringing your ideal, target audience immense value as a result. Imagine closing with a call to action that leaves readers salivating like one of Pavlov’s dogs.

Now imagine posting it on online, sitting back and…nothing happening.

No views. No comments. No downloads. No engagement.

It’s a feeling that reminds me of the time I got a vasectomy. Of course, I was the guy where the doctor walked in right before the procedure and said, “Oh yeah, I forgot to mention, we have a medical student with us today, is it okay for him to watch?”

And as I was lying there on the cold operating table, wide awake and in acute agony, the young medical student leans over me, blocking out the light above my head, and says:

“You know, I’ve heard this part of the procedure feels a lot like getting kicked in the privates repeatedly. Would you say that describes the sensation you’re experiencing right now?”

Okay, it might not be THAT painful when a piece of content you create falls flat, but it still hurts.

Lucky for you (and me!) there’s a simple solution to this malady: Write better headlines!

I cannot even begin to count how many great pieces of content have gone largely unnoticed or been outright ignored online because of bad headlines.

And it usually happens because we either (A) Don’t give the headline writing process the same time, energy and effort we do the content creation process or (B) We try to get too cute, clever or creative and confuse readers as a result.

**Why Headlines Matter More Than Ever**

We live in an era where everyone has professional ADD – we’re always looking at our phones, tablets or laptop screens, scanning as fast as we can, flipping through the endless stream of updates and posts…until, that is, something catches our attention and stops us in our tracks.

That something is a killer headline – the kind that MAKES you tap or click on it to find out more. You can’t help yourself – it’s an almost involuntary reflex to tap or click on the headline so you can find out more.
In today’s highly saturated, ultra-competitive content environment, average headlines aren’t going to cut it. Your headline needs to be like a big, flashing red light at a busy intersection – people have to see it and slam on the brakes instead of just speeding past it.

And here’s the good news: That is EXACTLY the type of headline I’m going to show you how to write in this eBook!

**Start Here: Remember the Cat!**

We all know *Curiosity* killed the cat – but it’s solid gold when it comes to headlines. Make your reader curious, and you win!

Here’s an example of two headlines I wrote for the same blog post:

- *How Great Music Can Impact Your Spirituality*
- *Why I Cried For 8 Straight Minutes Yesterday*

Which headline are YOU more likely to stop and click on? The first one explains the gist of my post (how listening to an amazing worship song reduced me to tears and led to an awesome spiritual experience), but it doesn’t make me curious.

If I’m driving through a busy intersection, speeding along, that first headline – at best – makes me glance up and take my foot off the accelerator for maybe half a second.

But that second headline makes me slam on the brakes. What made John cry for eight straight minutes? Was it something sad? Happy? I need to know what happened!

**Get Useful!**

While it’s not as exciting as *Curiosity*, *Utility* also works extremely well in headlines.

There’s a reason you see so many “How To” posts online. When someone promises to show me how to do something valuable or useful, I’m all ears! That’s utility.

As Daniel Pink notes in his wonderful book, *To Sell is Human*, three Carnegie-Mellon scientists found that effective email subject lines (which, in essence, serve as de facto headlines) fell into one of two categories: *Utility and Curiosity*. They either demonstrate their usefulness to the recipient or make the recipient curious about what’s inside.

**To Recap:** A great headline will either promise UTILITY (how to do something useful/valuable) or invoke CURIOSITY (make the person reading the headline curious about what’s inside).
Below are some examples of both styles that I’ve used with great success online:

**Curiosity-Themed Headlines**

*Why I Cried for 8 Minutes Straight Yesterday*

*The Greatest Lie Ever Told*

*That Time My Pants Got Pulled Down in Public*

**Utility-Themed Headlines**

*4 DIY Tools for Creating Online Marketing Videos*

*How to Land New Clients in 14 Seconds or Less*

*How to Make Your LinkedIn Invites Irresistible!*

**I Promise!**

Remember, your headline is a *promise* to readers. It is the beginning of building trust and growing your relationship. So it should go without saying that your content has to actually *deliver* on what your headline promises!

Don’t fall into the trap of “click bait” headlines that promise one thing but in reality deliver something entirely different. That’s a surefire way to ruin your credibility and lose the trust of readers.

**What Great Headlines Do**

- Provide the reader with a sense of URGENCY
- Promise something UNIQUE and DESIRABLE
- Are very SPECIFIC
- Arouse CURIOSITY (I want to know more!)
- Are SIMPLE and DIRECT
- State a big BENEFIT
- Provide the reader with something USEFUL (Utility)
- Feature a CONTROVERSIAL or provocative thesis
Below are 40 of the BEST headline templates I’ve ever come across. Feel free to “swipe” some or all of them and make them your own!

40 Headline Formulas that Work

1. Is This The Best [Blank] Ever?
2. The Most Amazing [Blank] You’ll Ever See
3. Video: Everything You Need to Know About [Blank] in 60 Seconds
4. This [Example] is Genius
5. Should You Stop [Doing Something You Probably Do]? 
6. [Number] Empowering Quotes from [Important People]
7. Everything You Ever Wanted to Know About [Event/Topic]
8. [Number] Ways to [Achieve Desired Result]
9. This is What Happens When You [Action]
10. Who Else Wants More [Desired Result]?
11. The Secret to [Achieving Desired Result]
12. The Secret Behind [Desired Result] of [Celebrity/Authority Figure]
13. The Secret Behind [Celebrity’s] Ability to [Achieve Desired Result]
14. How to [Do Something] like [Celebrity/Authority Figure]
15. Here is a Method That is Helping [Blank] to [Blank]
16. Get Rid of [Problem] Once and For All
17. A Quick Way to [Achieve Desired Result]
18. What Everybody Ought to Know About [Topic]
19. Give Me [Short Time Period] and I’ll Give You [Result].
21. If You’re [Blank], You Can [Blank].


23. Why I [Blank] (And Maybe You Should Too)

24. Why [Impressive Number] of People are [Taking Desired Action]


26. Do Not Try Another [Blank] Until You [Do This]

27. The Ugly Truth About [Blank]

28. What Everybody Ought to Know About [Blank]

29. You, a [Desired Result]

30. You Don’t Have to Be [Something Challenging] to be [Desired Result]

31. Little Known Ways to [Achieve Desired Result]

32. How to turn [Blank] into [Desired Result]

33. How To Build a [Blank] You Can Be Proud Of

34. Get [Desired Result] Without [Undesired Result]

35. Imagine [Desired Result] And Loving Every Minute Of It

36. Never Suffer From [Undesired Result] Again

37. The Quickest & Easiest Way To [Achieve Desired Result]

38. If You Can [Blank] You Can [Achieve Desired Result]

39. How To Take The Headache Out Of [Challenge]

40. [Number] Questions Answered About [Topic]

It is impossible to overstate the importance of writing great headlines. While the templates and tips in this eBook give you a great foundation, nothing replaces practice and testing. Keep track of which headlines convert seem to convert best when it comes to your unique audience. Keep a “swipe file” handy of great headlines that you see online and elsewhere. Write, rewrite and rewrite some more. Practice. Refine. Repeat.

Most of all, be creative, have fun and know that the more you do it, the easier it gets!
About The Author

As an author, speaker and consultant, John Nemo helps individuals, organizations and businesses boost their brand, generate sales leads and increase revenue.

The son of two English teachers, John grew up in a home where the basement walls were lined floor-to-ceiling with books. A lifelong love of story led him to a career in journalism, where he started his career in 1997 as a reporter for *The Arizona Republic* and later *The Associated Press*.

John later worked in talk radio as a producer and on-air talent at KTIS-AM radio in Minneapolis-St. Paul. He also served as a freelance writer for hundreds of different magazines, newspapers and websites, covering topics ranging from Fantasy Football to Norwegian Architecture to Rock Music.

John has also worked as a national-award winning PR and Social Media Director for large trade associations in the debt collection (ACA International) and healthcare (Minnesota Nurses Association) industries.

During its first 90 days, his 2009 PR campaign for the consumer financial education website *Ask Doctor Debt* led to more than 125 interviews across the United States, reaching an estimated 25 million consumers and netting an estimated $1 million in free advertising/publicity value. John was also able to secure a weekly, ongoing segment for *Ask Doctor Debt* on top-rated Fox News Channel that ran weekly for more than four months straight.

In 2010, John's PR campaign for the Minnesota Nurses Association (MNA) reached an estimated 133 million people in just 90 days and would have cost $5 million in advertising costs to duplicate. Billed as the largest nurses’ strike in U.S. history, John's campaign garnered local, national and international media coverage from outlets as far away as BBC Radio in London.

During those same 90 days, John created and executed a Social Media Campaign for MNA that took its Facebook page from 0 to 11,000 fans, racking up 496,000 views. He also created and distributed content through an MNA Blog that generated 342,000 page views and 2,800 comments, along with building a YouTube channel that generated 97,000 page views.

In the summer of 2011, John helped create and release the Minnesota Nurses Association iPhone/iPad App, which made MNA one of the first Labor Unions in the United States to release its own App. It allowed MNA’s 20,000 members to get the latest association news,
videos and updates, report unsafe staffing at their hospitals, look up and contact their local legislators and more.

In 2012, John Nemo left MNA to start his own marketing agency, Nemo Media Group, which provides services including Consulting, Website Design, Copywriting, Video Marketing, Social Media Marketing, Content Creation, Sales Presentations and more for clients across the United States.

John Nemo is the author of seven books, including the #1 Amazon Bestseller LinkedIn Riches: How to Leverage the World’s Largest Professional Network to Boost Your Brand, Generate Leads and Increase Revenue!

John’s success using LinkedIn for lead generation led to him creating the LinkedIn Riches premium online training program, along with guest blogging for industry-leading sites such as Social Media Examiner, American City Business Journals and others.

John’s most recent book is Fired Up: Ignite Your Passion. Love Your Work. Live Your Legacy, which was published in December 2014.

John is married to the most amazing woman on the planet (Sara) and together they are raising three wild boys in the Minneapolis-St. Paul area.

About LinkedIn Riches

If you follow the instructions below, your business is going to explode.

This isn't hype. It's fact.

Allow me to explain: Back in 2012, I quit a “day job” that was paying me $120,000 per year to start my own business. I had 1 client, enough savings to support my family for a couple of months and a makeshift office in our bedroom.

Over the next 90 days, using a laptop perched on a wobbly folding card table, I generated $135,000 of revenue for my new business. (Read that last sentence again.)
I did it all on LinkedIn. I did it all inside a tiny niche. I did it all with people who had never heard of me or met me before I connected with them on LinkedIn.

And (good news for you!) I’m not some Harvard MBA or sales savant - I just figured out a formula for using LinkedIn to find and engage my IDEAL sales prospects that worked like gangbusters.

And since I launched the LinkedIn Riches Premium Training program online, hundreds of everyday sales professionals, business owners and entrepreneurs have experienced incredible results.

If you want to explode your business, GO HERE RIGHT NOW and you’ll see how it works.

Please understand this: If you provide any type of Business-to-Business (B2B) product or service, there is no better place on the planet to generate leads and close deals than LinkedIn. It boasts nearly 350 million professionals in 200 countries and adds 2 new members every single second.

The Big Promise
Imagine what you could do if I promised you that in less than 60 minutes a day, you’d be able to meet and talk to 30 to 50 of your EXACT or IDEAL clients or prospects on LinkedIn.

Imagine if I also gave you “copy-and-paste” scripts to use with those prospects when it came to what messages to send them on LinkedIn.

Imagine if I also walked you through a proven, strategic and step-by-step sales funnel that works in ANY niche on LinkedIn.

Ask Yourself: How would your business change if you KNEW that every day, in less than an hour, you could generate 30-50 new, fresh leads who were the EXACT target customer you wanted to reach?

Like I said, it’s not rocket science. It’s just looking over my shoulder as I show you how to generate leads using the world’s largest and most powerful social network for professionals worldwide.

Ready to start?
What Others Are Saying

**J. Bernard Halprin**
***I would like to offer an unsolicited testimonial for my friend and colleague John Nemo. Yesterday I used the final 30-minute block of "Nemo Time" that I had remaining from the LinkedIn Riches advanced training course I did with John last year. This guy is an absolute wiz with LinkedIn and the entire social media platform. For anyone who is seeking to broaden their understanding of LinkedIn and how it can dramatically improve your business, John is your guy. I cannot recommend him highly enough!***

**Odalis Salazar Mullins**
Customer Engagement Specialist ♦ Promethean Brand Founder & CEO ♦ Helping Young Professionals Build Personal Brands

Thanks for sharing this John! I already had keywords in my headline so I was showing up in the top 10 for my niche but I updated more of my titles and it moved me to the top. Great advice!

**James Cooke**
Commercial Debt Management Consultant ♦ Debt Collection Master Agent ♦ Debt Collection Trainer & Facilitator

"I cannot recommend highly enough the benefits of LinkedIn Riches.

Following John Nemo's strategies, it has unleashed a whole new world of how to "really" use LinkedIn for my business.

If you haven't watched John's webinar – Stop what you are doing, sign up and have your eyes opened, the man is a genius!

**Roger Weiss, IFCCE**
Healthcare Collections Professional ♦ Professional Speaker & Trainer ♦ Debt Collections & Training Consultant

"I went through John's free Webinar on LinkedIn Riches. I got more out of that free one hour than I have most full paid days of training.

Since then I have viewed John's other material, and it is top shelf. It was insightful, eye opening, revelation inspiring, and has clear cut easy to act on action items that pay dividends immediately.

I don't think any of you should use LinkedIn to market yourself or your company, or even watch John's webinar. That's less competition for me!!
What Others Are Saying

Great webinar, John! Thanks a lot for your valuable information. You are an awesome presenter! The best webinar I ever watched.

- Maria

RE: thanks!

Amy Lowe
May 6, 2014 5:36 PM

Hi John,

You completely made my day yesterday. I couldn't believe how fast this worked.

I have to admit, I have watched a lot of webinars and listened to a lot of people talk about the best so called lead generation strategies, so I was a little skeptical. But after only a few hours, I'm not anymore!

I started implementing your suggestions yesterday morning (thinking I had nothing to lose by trying!). All I did was update my profile and start connecting with people I would like to work with. I connected with about 10 new people only - not long afterwards I was contacted by the CEO of a local corporation who was one of those 10. He wants to meet with me this week!

I have never secured a meeting so quickly. Usually it takes a number of calls and emails before I can even get in the door.

The other bonus is that when I search for people under professional skills training I now show up first in the search results. Before any of my biggest competitors. Before yesterday I didn't appear at all.

I will certainly check out your site and thank you again for sharing your LI wisdom. It really is gold.

Cheers,
Amy Lowe