

30 HEADLINE EXAMPLES FOR ON-THE-GO INSPO

SWIPE
FILE

1. **Ask a question:** What Do British Guitarists Have That American Guitarists Lack?
2. **Tie-in to topical events:** Add Value to Your Home With These Interior Design Tips - and Defy Falling House Prices
3. **Create a new word or term:** New 'Polar Oil' Magnetically Removes Impurities From Your Hair, so You Need to Wash It Half as Often
4. **Give news using the words "new", "introduction" or "announcing":** Announcing a New Way to Organise Your Day With Creative Journaling
5. **Tell your reader to do something:** Try Baking Sourdough Bread Without Salt
6. **Use statistics:** Who Ever Heard of 14,000 Flowers From a Single Plant?
7. **Promise your reader useful information:** How to Avoid the Biggest Mistake You Can Make When You Design Your Own Jewellery
8. **Highlight your offer:** You Can Now Bake Your Own Sourdough - Quicker Than You Can Collect It From the Shops!
9. **Tell a story:** They Laughed When I Picked up the Microphone, but When I Started to Sing...
10. **Make a recommendation:** The 5 Capsule Wardrobe Pieces You Must Own This Season
11. **State a benefit:** Setting Up Your Own Coaching Business - Once Difficult, Now Easy
12. **Make a comparison:** Solve Your SEO Problems for Half the Price of the Most Popular WordPress Plugin
13. **Use words that help your reader visualise:** Why Some Foods 'Explode' in Your Stomach
14. **Use a testimonial:** "I Bought One of Your Necklaces for My Friend's Birthday - I Loved It so Much I Bought 2 More for Myself!"
15. **Offer a free special report, e-book or printable:** New Free Special Report Reveals Little-Known Strategy Affiliate Marketers Use to Earn £5,000 From 1 Blog Post
16. **Arouse your reader's curiosity:** The 1 Camera Lens You Must Own Now. Hint: It's Not What You Think
17. **Promise to reveal a secret:** Unlock This Top Barista's Dairy-Free Latte Secret
18. **Be specific:** How I Increased My Facebook Conversions by 356% In Just 1 Month
19. **Target a particular type of reader:** We're Looking for Bakers Who Want Lighter, Tastier Croissants
20. **Add a time element:** Your Broken iPhone Screen Repaired in 5 Minutes While You Wait
21. **Give your reader good news:** You're Never Too Old to Learn to Play the Violin
22. **Offer an alternative to other products or services:** No Time for College - so I Got My English Literature Qualification Online
23. **Issue a challenge:** Will Your Sourdough Pass the Eggcup Test?
24. **Set up a seeming contradiction:** Juicy, Savoury Hot Dogs - 100% Vegan!
25. **Offer an exclusive your reader can't get elsewhere:** Design Your Own Website With 50% Off This Unique Tool
26. **Address your reader's concern:** Why Most Creative Businesses Fail - and What You Can Do About It
27. **Show return on investment:** Hiring the Wrong Person Costs You 3 Times Their Annual Salary
28. **Give reasons why:** 7 Reasons Why Foodies Prefer Sourdough Made From Rye Flour to Wheat Flour
29. **Answer important questions about your product or service:** 7 Questions to Ask an Artist Before They Paint Your Pet's Portrait
30. **Help your reader achieve their goal:** Now You Can Design a Breakthrough Branding Campaign in Just 14 Days - For Free