



# THE PERPETUAL SALES SYSTEM

## FILL IN THE BLANK HEADLINE IDEAS

Here are a list of fill in the blank headline ideas designed to get the creative juices flowing. Whether you're writing a description for a Facebook live, communicating in an email, headlining a capture page or sales page, writing a video title.

These headline ideas can be a great starting point. Keep in mind they are meant to be adjusted, elaborated on, and made your own.

Make sure to get creative and use what you've learned from the other training! Always remember what your prospects biggest pains, problems, dreams, desires, objections and misconception are. Your perfect prospect worksheet should be by your side when you are writing headlines.

After the headlines are a list of power words. Make sure to add them in to bring energy and emotion to the headline and really grab attention.

After the power words you'll find some headline analyzer tools. Use them for some quick feedback. FYI: if you really like a headline and the tools give it a poor score do not get discouraged or ditch it. These are just tools to help guide you. The final decision is always yours.

# FILL IN THE BLANK HEADLINE IDEAS

How to \_\_\_\_\_ despite \_\_\_\_\_

How to \_\_\_\_\_ without \_\_\_\_\_ or \_\_\_\_\_

How to \_\_\_\_\_ no \_\_\_\_\_ necessary!

Learn how \_\_\_\_\_'s are \_\_\_\_\_ing faster than ever before thanks to \_\_\_\_\_

Are you committing one of the \_\_\_\_\_ biggest sins when it comes to \_\_\_\_\_

Learn the \_\_\_\_\_ biggest reasons \_\_\_\_\_'s struggle to \_\_\_\_\_

Why THIS is the biggest difference between success and failure for \_\_\_\_\_'s

\_\_\_ little known \_\_\_\_\_'s that are standing between you and \_\_\_\_\_

\_\_\_ simple \_\_\_\_\_'s that can help you go from \_\_\_\_\_ to \_\_\_\_\_ FAST!

They laughed when I told them I'd \_\_\_\_\_ then THIS happened

Do find yourself making these mistakes when you \_\_\_\_\_



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# FILL IN THE BLANK HEADLINE IDEAS CONT...

Why almost all \_\_\_\_\_ make these mistakes and don't even realize it

\_\_\_\_\_ signs you've got \_\_\_\_\_ all wrong

How one weird trick helped me \_\_\_\_\_

What every \_\_\_\_\_ ought to know about \_\_\_\_\_

How a \_\_\_\_\_ made me \_\_\_\_\_

Don't \_\_\_\_\_ until you've seen this \_\_\_\_\_

Why you should never \_\_\_\_\_ until you've learned how to

\_\_\_\_\_

Want \_\_\_\_\_ fast? Here's \_\_\_\_\_ steps to make it happen!

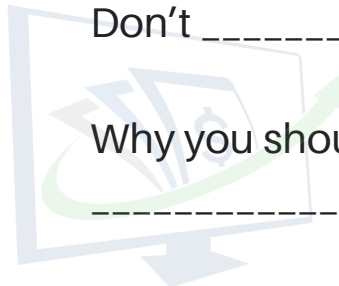
How a \_\_\_\_\_ managed to \_\_\_\_\_ in just \_\_\_\_\_

Learn how to \_\_\_\_\_ in the next \_\_\_\_\_ days or less

How you can \_\_\_\_\_ in the next \_\_\_\_\_ days even if you've never \_\_\_\_\_ 'd before!

How to stop \_\_\_\_\_ once and for all

How to get \_\_\_\_\_ for free without \_\_\_\_\_



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# FILL IN THE BLANK HEADLINE IDEAS CONT...

The secret to achieving \_\_\_\_\_ more quickly than ever before

Why most \_\_\_\_\_'s never actually \_\_\_\_\_ and how you can be different!

\_\_\_\_\_ reasons you're experiencing \_\_\_\_\_ and exactly what to do about it!

They didn't think I could \_\_\_\_\_ until I \_\_\_\_\_'d

Who else wants to \_\_\_\_\_? If so \_\_\_\_\_ right now!

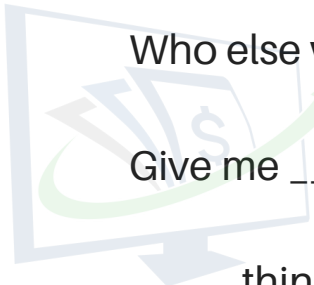
Give me \_\_\_\_\_ days and I'll have you \_\_\_\_\_

\_\_\_\_\_ things I learned from \_\_\_\_\_

\_\_\_\_\_ things you must learn before you can \_\_\_\_\_

Discover the simple \_\_\_\_\_ method that took me/him/her/them from \_\_\_\_\_ to \_\_\_\_\_

Ever feel \_\_\_\_\_? Here's \_\_\_\_\_ ways to turn \_\_\_\_\_ around immediately!



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## THE ULTIMATE LIST OF POWER WORDS

**PAGE 1**.....Words that create Curiosity & Urgency

**PAGE 2**....Words that create Urgency Cont.,  
Confusion or Helplessness

**PAGE 3**....Words that create Confusion or  
Helplessness Cont., Anger & Unrest

**PAGE 4**.... Words that create Anger & Unrest Cont.

**PAGE 5**.... Words that create Safety or Satisfaction

**PAGE 6**.... Words that create Happiness & Positivity

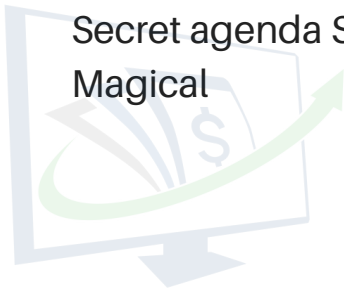
**PAGE 7**.... Words that create Motivation or Excitement

**PAGE 8**.... Words that create Relaxation or Peacefulness

# Words That Create **CURIOSITY**

Secret Confidential  
Controversial  
Underground  
What no one tells you  
Have you heard  
Cover-up  
Forbidden  
Banned  
Behind the Scenes  
Secret agenda Secret plot Insider  
Magical

Off-the record  
Blacklisted  
Censored  
Concealed  
Confessions  
Unbelievable  
Covert  
No one talks about  
Hidden underground  
Insider's Scoop  
Intel



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# Words That Create **URGENCY**

Instantly  
Missing Out  
Left behind  
Magnificent  
Miracle  
Most Important  
Profitable  
Proven  
Quick  
Remarkable  
Results  
Revolutionary  
Safe

Sensational  
Should  
Startling  
Strongly agree/ recommend  
Strongly suggest  
Superb  
Superior  
Tremendous  
Truly  
Trustworthy  
Urge  
Worthwhile  
Deadline

# Words That Create URGENCY Continued...

Seize

bargain

Discount

Explode

Extra

Fortune

Save

Freebie

Jackpot

Reduced

Instant Savings

Skyrocket

Immediately

Imminently

Limited

## Words That Create

# CONFUSION OR HELPLESSNESS

doubtful

uncertain

indecisive

perplexed

embarrassed

hesitant

disillusioned

distrustful

misgiving

unsure

tense

stressed

uncomfortable

dishonest

disdainful

incapable

paralyzed

fatigued

manipulative

judgmental

argumentative

authoritative

condescending

distracted

disoriented

off-kilter

frenzied

blushing

awkward

insecure

deceived

helplessness

trapped

squirming

jittery

woozy

# Words That Create CONFUSION OR HELPLESSNESS Continued...

inferior  
vulnerable  
distressed  
pathetic  
distraught  
doomed  
overwhelmed  
incompetent  
incapacitated  
cowardly  
disempowered

twitching  
compulsive  
uncaring  
uninterested  
unresponsive  
terrified  
suspicious  
anxious  
alarmed  
panicked  
threatened



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Words That Create

## ANGER AND UNREST

Ordeal  
Outrageousness  
Provoke  
Repulsive  
Scandal  
Severe  
Shameful  
Agony  
Appalled  
Atrocious  
Corrupting  
Damaging  
Deplorable  
Disadvantages

Shocking  
Terrible  
Tragic  
Unreliable  
Unstable  
Wicked  
Aggravate  
offensive  
aggressive  
frustrated  
controlling  
resentful  
malicious  
infuriated



# Words That Create ANGER & UNREST Continued...

Disastrous

Disgusted

Dreadful

Eliminate

Harmful

Harsh

Inconsiderate

enraged

revengeful

retaliating

reprimanding

powerless

despicable

self-hating

desperate

alienated

pessimistic

dejected

vilified

unjustified

violated

critical

violent

vindictive

sadistic

spiteful

furious

agitated

antagonistic

repulsed

quarrelsome

venomous

rebellious

exasperated

impatient

contrary

condemning

seething

scornful

sarcastic

poisonous

jealous

ticked off

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## Words That Create

# SAFETY OR SATISFACTION

Accurate

instantly

Advantage

Always

A cut above

Bargain

Certain

Certainly

Confident

Convenient

Definitely

Delighted

Easy

Ecstatic

Effective

Emphasize

Extremely

Freedom

Guaranteed

Highly effective/ likely

Introducing

First ever

Investment

conscientious

approving

honored

privileged

Astounded

assured

fulfilled

genuine

authentic

self-sufficient

reliable

sure

secure

stable

honest

truthful

supportive

excellent

responsible

solid

trusting

supported

Absolutely

Bargain

Clarity

Transparency

Humility

adaptable

relaxed

Astonishing

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## Words That Create

# HAPPINESS AND POSITIVITY

blissful  
joyous  
delighted  
overjoyed  
gleeful  
thankful  
festive  
ecstatic  
satisfied  
cheerful  
sunny  
elated  
jubilant  
jovial  
fun-loving  
lighthearted  
glorious  
innocent  
child-like  
gratified  
euphoric  
on top of the  
world  
playful  
courageous  
energetic  
Bountiful  
Glowing

liberated  
optimistic  
frisky  
animated  
spirited  
thrilled  
wonderful  
funny  
intelligent  
exhilarated  
spunky  
youthful  
vigorous  
tickled  
creative  
constructive  
helpful  
resourceful  
at ease  
comfortable  
pleased  
encouraged  
surprised  
content  
serene  
bright  
blessed  
Vibrant

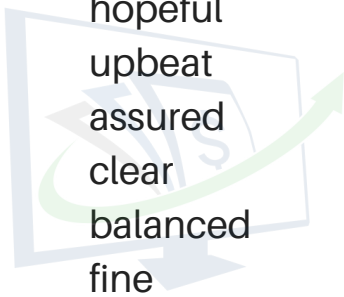
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## Words That Create

# MOTIVATION OR EXCITEMENT

motivated  
eager  
keen  
earnest  
inspired  
enthusiastic  
bold  
brave  
daring  
hopeful  
upbeat  
assured  
clear  
balanced  
fine  
okay  
grateful  
carefree  
adequate  
fulfilled  
adaptable  
Empowered  
Focused

genuine  
authentic  
forgiving  
sincere  
uplifted  
unburdened  
confident  
self-sufficient  
reliable  
sure  
unique  
dynamic  
tenacious  
cooperative  
productive  
exuberant  
in the zone  
responsive  
conscientious  
approving  
honored  
privileged  
Capable



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## Words That Create

# RELAXATION OR PEACEFULNESS

calm  
at ease  
comfortable  
content  
quiet  
certain  
relaxed  
serene  
bright  
blessed  
balanced  
grateful  
carefree  
fulfilled  
genuine  
authentic  
forgiving  
sincere  
uplifted  
unburdened  
confident  
self-sufficient  
glowing  
radiant  
beaming  
reflective  
smiling

grounded  
unhurried  
open-minded  
efficient  
non-controlling  
unassuming  
trusting  
supported  
fluid  
light  
spontaneous  
aware  
healthy  
meditative  
still  
rested  
waiting  
laughing  
graceful  
natural  
steady  
centered  
placid  
Clear  
Stoic  
Aligned

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## HEADLINE ANALYZING TOOLS

**Advanced Marketing Institute** is a trusted headline analyzer that analyzes your headline based on what they call "Emotional Marketing Value."

**Website:** <http://www.aminstitute.com/headline/>

CLICK HERE TO ANALYZE NOW

**Coschedule:** Is a trusted headline analyzer that gives a variety of feedback based on your headline submission.

**Website:** <https://coschedule.com/headline-analyzer>

CLICK HERE TO ANALYZE NOW