



THE IRRESISTIBLE HEADLINE CHEAT SHEET

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.

THE IRRESISTIBLE HEADLINE CHEAT SHEET

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 _____

THE IRRESISTIBLE HEADLINE CHEAT SHEET 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 _____

THE IRRESISTIBLE HEADLINE CHEAT SHEET 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!



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

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

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

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

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

THE IRRESISTIBLE
ENROLLMENT
EQUATION

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

THE IRRESISTIBLE
ENROLLMENT
EQUATION

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



THE IRRESISTIBLE
ENROLLMENT
EQUATION

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