

Worksheet **Headlines**



1 **Get the** [Rarely Seen Adjective] **Power of** [What Your Product Does] **Without** [Pain]
Example: *Get the Astonishing Power of Eye Tracking Technology ... Without the High Costs*

2 [Adjective] **&** [Adjective] [What You Are / SEO Keyword Phrase] **That Will** [Desirable Promise of Results]
Example: *Clean & Modern iPhone App Design Templates That Will Set you Apart in the App Store*

3 **We Promise You This:** [Highly Desirable Promise of Results]
Example: *We Promise Just One Thing: Get More Clients from Social Media*

4 [Your Competitor] [Does This Undesirable or Unimpressive Thing], **and** [Your Brand] [Does This Desirable or Impressive Thing]
Example: *Google Analytics Tells You What Happened, KISSmetrics Tells You Who Did It.*

5 **The only** [Desirable Promise of Results] **Made Exclusively to** [Desirable Outcome or Benefit]
Example: *The Only Web Copywriting Guides Made Exclusively To Improve Your Sales*
