

Attention-Grabbing Headline Ideas

For Your Content and Sales Copy

How to use this cheat sheet in 3 easy steps:

Step 1: Decide on which types of articles you need based on the categories below.

Step 2: Learn how to use the legend and look through the article headline formulas.

Step 3: Brainstorm some title ideas by plugging in your services, markets, and the goals and pain points of your target readers.

BONUS: Feel free to create your own twists based on your own inspiration.

Categories of Article Types

These are the usual types of articles we see everywhere on the Internet. I divided them into four categories to help you cover all bases in your content strategy. For a minimally viable blog that helps readers **get to know you**, **like you**, and **then trust you**, you need at least one or two from each category along with a lead magnet.

Blog Posts	Thought-leadership Articles
The #1 Tip Post The List Post The Roundup Post The “Growing Trend” Post	The Contrarian Article The “Truth About” Article The “Here’s Why” Article Industry Study Article

Stories	Expert Guides
Personal Story Customer Success Story The Lessons Learned Story The Hell-to-Heaven Story	The X Step Guide The How to Guide The DIY Guide The Ultimate Guide

Article Headline Formulas

Legend

Your exact article titles and headlines depend on your market, your services, your readers, and the pain points you are targeting. Based on your value proposition and your target audience, you can use this legend to plug your specific services and pain points into the headline formulas in the next section.

[SERVICES] : The service you provide your customers.

Examples: *Content Marketing, copywriting, accounting, branding, web design*

[COMMON TASK] : What you do when providing your service, or what your prospects try to do (and usually fail).

Examples: *Writing blog posts, sending cold emails, designing logos, creating websites*

[MARKETS] : The markets to which you provide your services to.

Examples: *SaaS, tech startups, digital marketing, design, accounting, insurance, real estate*

[GOAL] : The goal of your readers that drive them to read your article (think in terms of SEO keywords).

Examples: *Increase conversions, create profitable funnels, close more sales*

[PAIN POINT] : The most pressing pain points your prospects experience when trying to do your service themselves.

Examples: *Stressing too much, breaking the bank, losing your customers*

Swipe These Headlines!

1. The ABC's of [SERVICES] for [MARKETS]
2. How to Create a [SERVICES] That [GOAL] for [MARKETS]
3. The X -Step Guide to [SERVICES] for Your [MARKETS]
4. X [SERVICES] Mistakes That Are Costing You Customers and How to Fix Them
5. X Proven Ways to Improve Your [SERVICES]
6. The Growing Trend in [MARKETS/SERVICES] That Should Terrify You - and What to Do About It
7. This Is Why You Can't [GOAL]
8. Here's Why [ANYTHING] Get Ignored
9. [SERVICES] Ideas That Are Impossible to Ignore
10. The #1 Ingredient to [GOAL]
11. 3 Simple Tweaks to [GOAL] Without [PAIN POINT]
12. 5 Most Important [SERVICES] Tips You'll Ever Need
13. How to [GOAL] In X Steps
14. X Symptoms of [PAIN POINT] You Didn't Know You had
15. How I Transformed My [PAIN POINT] From A Curse To A Blessing
16. Everything You Need To Know About [ANYTHING]
17. How To [GOAL] Without Going Crazy Or Annoying Your Prospects
18. How I Earned \$100,000 By [COMMON TASK] Without [PAIN POINT]
19. I Think You Are a Scammer: 7 Most Common Buyer Objections to Your Crappy [SERVICES]

Examples

1. The ABC's of **[SERVICES]** for **[MARKETS]**

The ABCs of **Content Marketing** for **Tech Startups**

The ABCs of **Logo Design** for **Digital Marketing Businesses**

The ABCs of **Brand Strategy** for **Freelancers**

2. How to Create a **[SERVICES]** That **[GOAL]** for **[MARKETS]**

How to Create a **Case Study** that **Boosts Sales Conversions** for **Software Companies**

How to Create a **White Paper** that **Generates More Leads** for **Blockchain Startups**

How to Create a **Lead Magnet** to **Grow Your Email List** for **Your Web Design Business**

3. X Symptoms of **[PAIN POINT]** You Didn't Know You Had

3 Symptoms of **Bad Web Copy** You Didn't Know You Had

5 Symptoms of **Weak Branding** You Didn't Know You Had

7 Symptoms of **Hiring Problems** You Didn't Know You Had