



A FULL YEAR OF ATTENTION-GRABBING HEADLINES

Month 1

#__ signs you don't really have _____

#__ signs you don't really need _____

Example: 3 signs you don't really have to go to the doctor.

Example: 5 signs you don't really need to replace your car.

Month 2

_____ strategies _____ uses, and you should, too.

Examples for blank 1: Legal, Health, Financial, Time Management, Speaking, Customer Service, Branding

Examples for blank 2: Celebrities, Famous Brands or Trends

Example: Health strategies Oprah uses, and you should, too.

Month 3

Are you suffering from _____? #__ keys to easily eliminate.

Example: Are you suffering from too many distractions? 3 keys to easily stay more focused.

Month 4

How to _____, even if you _____.

Example: How to buy a house, even if you don't have a down payment.

Month 5

_____ is destroying _____. # _____ steps to easily fix it.

Example: Technology is destroying your company's innovation. 7 steps to easily get more creative.

Month 6

If you never thought you could _____, # _____ reasons you can.

Example: If you never thought you could hit \$100,000, 7 reasons you can this year.

Month 7

Discover how this _____ is changing the way _____ are _____.

Example: Discover how this secret/tip/recipe/myth/ingredient/device/software is changing the way millennials/coffee drinkers/parents/entrepreneurs

Month 8

Find your _____

Example: Find your best reason for getting out of the bed in the morning/eliminating sugar from your diet/answer to the dreaded questions keeping you up at night

Month 9

_____ most _____ to get _____

Example: Celebrity/Brand's most used tool/service/habit

Month 10

The best/worst _____ of _____

Example: Best or Worst:

Shows/books/apps/recipes/ingredients/myths/investments

Of: the season/in the grocery store/online/this generation/the year

Month 11

things your _____ is telling you that aren't true.

Example: doctor/kids/employees/labels/girlfriends

Month 12

_____ your _____ is telling you.

Example: lies/truths/promises/myths/answers