

# *fill in the blanks headline prompts*

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- ✓ **Ask a question:**
- ✓ **Reference current events:**
- ✓ **Create Your Own Terms:**
- ✓ **Reveal News (New/Introducing):**
- ✓ **Tell The Reader to Do Something:**
- ✓ **Give Stats:**
- ✓ **Make a Comparison**
- ✓ **Promise Useful Information:**
- ✓ **Direct Offer:**
- ✓ **Tell A (Quick) Story:**
- ✓ **Make A Recommendation:**
- ✓ **State Benefit:**
- ✓ **Use A Testimonial:**
- ✓ **Arouse Curiosity:**
- ✓ **Promise to Reveal A Secret:**
- ✓ **Be Ultra Specific:**
- ✓ **Target Section of Your Audience:**
- ✓ **Time Based Headline:**
- ✓ **Stress Urgency/Scarcity of Savings/Value:**
- ✓ **Deliver Good News:**
- ✓ **Challenge The Reader:**
- ✓ **Highlight Your Guarantee:**
- ✓ **State The Price (as benefit):**
- ✓ **Set up (seemingly) Contradiction:**
- ✓ **Address Reader Objection/Concern:**
- ✓ **"As Crazy As it Sounds:"**
- ✓ **Take Them To The Promise Land:**
- ✓ **Demonstrate ROI:**
- ✓ **Reason Why Headline:**
- ✓ **List / Answer Questions:**
- ✓ **Stress Cost Saving Value:**
- ✓ **Highlight Cost of Mistakes:**
- ✓ **State / Deliver on Reader's Goals:**