



The Ultimate Headline Swipe File

Use this swipe file to craft headlines that stop the scroll, spark curiosity, and drive clicks. Whether you're writing email subject lines, blog titles, landing pages or ads—these formulas and insights will help you hook your audience from the very first line.



Headline Formulas That Consistently Work

- The Listicle: “7 Copywriting Secrets That Instantly Boost Sales”
- The How-To: “How to Write a Website That Converts”
- The Question: “Are Your Headlines Turning Customers Away?”
- The Call-Out: “Attention Coaches: Here’s Why Your About Page Isn’t Working”
- The Unexpected: “Why Short Copy Is Killing Your Conversions”



Psychology Behind Great Headlines

Curiosity: “This One Word Doubled Our Open Rates”
Urgency: “Last Chance: 5 Words You Need to Fix Today”
Belonging: “What Every Freelance Writer Needs to Know”
Authority: “The Ultimate Guide to Writing SEO Copy in 2025”



Plug-and-Play Headline Templates

- X [Adjective] Ways to [Achieve a Goal] Without [Pain Point]
- What Every [Audience] Gets Wrong About [Topic]
- How to [Do Something] (Even If You’re [Common Obstacle])
- Is [Common Belief] Holding Your Business Back?
- The Truth About [Topic] No One Talks About



Headline Audit Checklist

- Is it clear and specific?
- Does it grab attention?
- Does it promise a benefit or result?
- Does it speak to your ideal audience?
- Is it under 12 words?

