



**PROFILE
PROFITS**
PLAYBOOK

51

**TAGLINES &
TITLE GUIDE**

51 TAGLINES & TITLE GUIDE

<u>TYPE</u>	<u>FORMULA</u>	<u>EXAMPLE</u>
The How To Headline	How to [Achieve a Desired Outcome]	How to Run Faster
The Ultimate List Headline	[Large Number] of Ways to [Achieve an Outcome]	The 28 Ideas For Content Upgrades To Grow Your Email List
The Ultimate Guide Headline	The Ultimate Guide to [Achieve a Desired Outcome]	The Ultimate Guide to Eating Healthy on a Budget
The Fearmonger Headline	Warning! Are You [Something Undesirable]?	Warning! Are You Eating This Food That Could Kill You?

The Rally Cry Headline	Let's Stop [A Call to Arms]	Let's Stop Eating This Poisonous Food!
The Proven Methods Headline	[Number] Proven [Actions/Ways] to [Achieve Desired Result]	18 Proven Techniques to Build More Muscle in Less Time
The Mistakes Headline	[Number] Mistakes Most People Make When/With [Common Action]	11 Mistakes Most People Make When Washing Their Hair
The Secrets Headline	[Number] Secrets to [Achieve Desired Outcome]	7 Secrets to Becoming a Digital Nomad
The Outrageous Headline	Why [Outrageous /Controversial Claim]	Why Canadians Are Actually Evil

The Lessons Learned Headline	[Number] Lessons I Learned When/From [Experience]	7 Lessons I Learned Doubling Sumo's Blog Traffic
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The Social Proof Headline	The [Object] Over [Social Proof] Use To [Desired Outcome]	The Tool Over 283,000 Websites Use to Grow Their Traffic
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The Testimonial Headline	How [Company] Got [Result] In [Timeframe]	How Shopify Store Made \$163,633.50 Sales in 30 Days
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The Objection Preemptive Headline	[No/Yes], You [Pre-Empt Objection] to [Achieve Desired Result]	No, You Don't Have to Count Calories to Lose Weight
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The Question Headline	Are You [Provocative Question]?	Are You Still Eating Dairy?
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The See What Happened Headline	[Person] Did [Unusual Action] [Timeframe]. Here's What Happened	I Did Yoga Every Day for 6 Months. Here's What Happened
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The How/Result Headline	How [A Seemingly Inconsequential Action] Can Lead To [Undesirable Result]	How Your Morning Coffee Can Lead to Heart Disease
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The Celebrity Headline	How to [Achieve Desired Outcome] Like [Celebrity]	How Tony Robbins Generates 1,000,000 Website Visitors Per Month
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The How To Without Headline	How To [Desired Outcome] (Without [Unpleasant Action])	How To Get Featured on Large Publications (Without Guest Posting)
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The Silver Platter Headline	[Number or How to] Simple/Easy Ways to [Desired Outcome]	14 Easy Ways to Save \$100 This Month
The Analysis Headline	We Analyzed [Number] [Thing You Analyzed]] (And This Is What We Learned)	We Analyzed 100 Million Articles (And This Is What We Learned)
The Tutorial Headline	A [Power Word] Tutorial to [Achieve Desired Outcome]	A Comprehensive Tutorial to Make a Budget
The Hacks Headline	[Number] Hacks to [Achieve Desired Outcome]	25 Hacks to Save More Money
The Explainer Headline	Why [Thing] Makes You [Outcome]	Why Spirulina Makes You Smarter

The Steps To Result Headline	[Number] Steps To [Achieve Desired Outcome]	4 Simple Steps to Build and Email List From Scratch
The WTF Headline	[Person] And His/Her [Object] Doing [Odd Or Funny Activity]	John Cena And His Giant Hands Playing With A Tiny Tortoise
The Quiz Headline	Quiz: Which [Topic] Are You?	Quiz: Which Harry Potter Character Are You?
The Hot Button Headline	People Called This [Person] An [Controversial Title] After He/She [Controversial Activity]	People Called This Mom An "Exhibitionist" After She Took A Breastfeeding Pic With Santa

The Fortune Teller Headline	You Won't Be Able To [Claim] Until You [Action]	You Won't Be Able to Lose Weight Until You Eat This One Paleo Food
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The News Headline	Breaking: [Story]	Breaking: Whooping Cough Outbreak in Your City
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The Command Headline	Stop [Strong Command]	Stop Selling Out
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The Reasons Headline	[Number] Reasons You're [Outcome]	16 Reasons You're Fighting With Your Spouse
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The Imagination Headline	Imagine [Desired Outcome]	Imagine Becoming a Millionaire
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The Little
Known
Methods
Headline

[Number] Little-Known
Ways To [Desired
Outcome]

The 13 Little-Known
Call To Action
Hacks You Can
Use On Your
Website

The Ignorance
Avoidance
Headline

What You Should Know
About [Topic]

What You Should
Know About Your
Roth IRA

The Snackable
Headline

You [3 Words or Fewer
Summarizing Topic]

You Aren't That
Special

The Pattern
Interruption
Headline

How [Claim That Goes
Against What Most
People Think Is True]

How Fruit Will
Make You Fat

The Solutions
Headline

Why [Problem] (And
What To Do About It)

Why You're Not
Getting Traffic To
Your Website (And
What To Do About
It)

The Expert Roundup Headline	[Number] [Expert] Share Their [Topic]	14 Nutritionists Share Their Favourite Plant-Based Recipes
The Reminder Headline	Reminder: [Claim or Truth]	Reminder: Your Weight is Not a Reflection of Your Health
The Comparison Headline	Are You More Like [X] or [Y]?	Are You More Like a Tiger or a Lion?
The Trivia Headline	Can You Find The Problem With This [Object]	Can You Find The Problem With This Photo?

The Front-Loaded Keyword Headline	[Keyword]: How To [Long Tail Keyword]	Healthy Eating 101: How To Eat Healthy on a Budget
The Promise Headline	We Can Help You [Promise] By [Result]	We Can Help You Boost Your Traffic By 20%
The Results Headline	How We Did [Desired Result] In [Timeframe]	TheHow 35 Marketers WOULD Grow Website Visitors From 0-10K in 30 Days
The Teaser Headline	These [Number] [Thing] Could Help You [Desired Outcome]	These 6 Foods Could Help You Lose 15 Pounds
The Sidenote Headline	[Number] Lessons Learned From [Company/Person] (#[Number] Is [Teaser])	7 Lessons We Learned from General Assembly (#2 is Our Favorite)

The Branded Headline	[Headline Formula] (A [Unique Branding] Guide)	The 134 Ways to Increase Website Traffic in 2019 (A Sumo-Sized Guide)
The Urgency Headline	[Action] NOW!	Fix Your Conversion Rate NOW!
The Target Audience Headline	[Target Audience]! Are You [Undesirable Outcome]?	Bloggers! Are You Leaving Traffic on the Table?
The Bold Statement Headline	[Bold Statement]: What We Learned [Data-Backed Evidence]	The Pop-Ups Aren't Dead: What We Learned Analyzing 2 Billion Pop-Up Examples
The Curiosity Headline	You Probably [Vague Statement to Trigger Curiosity]	You Probably Won't Read This