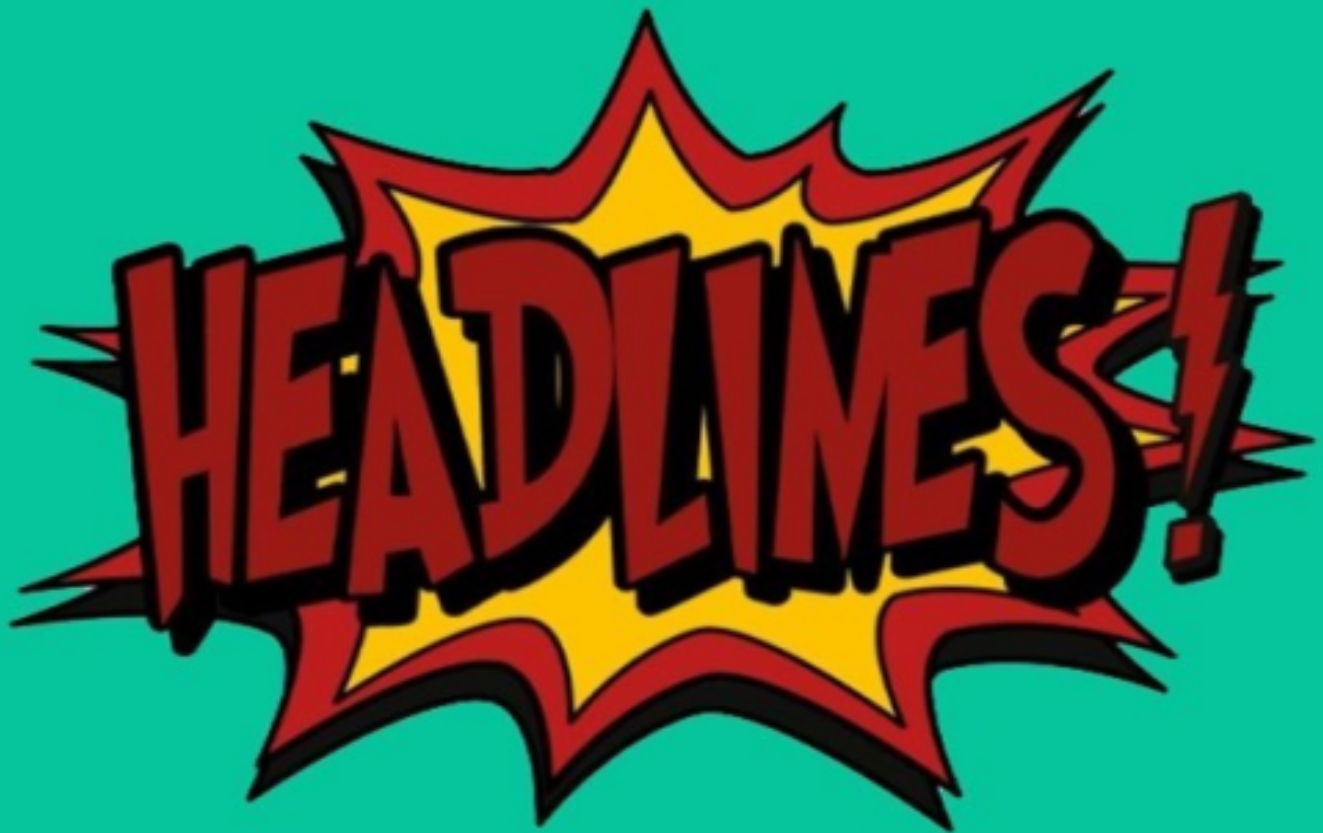


THE MILLION DOLLAR Headline Writing Cheatsheet

**Quickly Write Powerful Headlines
Like A Professional Copywriter**



ROBERT SEAN PASCOE

THE MILLION DOLLAR HEADLINE WRITING CHEAT SHEET

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Introduction

Your headline is THE most important part of your sales letter, advertisement, article, blog, or social media post.

Why? Because it has the critical job of grabbing your prospect's attention in order to lead them into reading the body of your copy.

If you don't have a powerful headline that gets the attention of your target audience...

Then it doesn't matter how good your offer is or how compelling your product benefits are, you will NOT get the sale.

In this headline writing cheatsheet, you'll find some great shortcuts to helping you immediately start writing more effective headlines, including:

- **Eight Classic Headline Formulas**
- **Headline Power Words**
- **16 Foolproof Ways to Start Any Headline**
- **My Seven Figure Headline Swipe File**

I hope you will put this toolkit to work in your business and that it will be one of your go to resources for increasing your success.

If you need help with writing your next advertising or marketing promotion please visit <https://worldclasscopywriting.com> to learn more about my professional copywriting services.

Sincerely,

Robert Sean Pascoe

RSP@worldclasscopywriting.com

P.S. If you have need to make more sales in your business please don't hesitate to contact me to schedule a free copywriting consultation.

About Robert Sean Pascoe

Robert Sean Pascoe is a freelance copywriter, business success coach and media publisher who works with entrepreneurs worldwide to maximize their profits through the power of direct response advertising and marketing.

With a lifetime in sales and six years as a freelance copywriter, Robert knows how to use the power of words to sell virtually anything to anyone, especially if the market has been properly defined.

Robert enjoys primarily working with small business owners to sell more of their products and services through the power of direct response advertising and marketing.

He has written sales copy for companies in such diverse niches as Weight Loss Supplements, Skin Care, Male Enhancement, Local Marketing Agencies, Live Event Seminars, Software Developers, Insurance Agencies, Real Estate Brokerages, Marketing Consultants and many, many more.

On The Personal Side...

Robert lives in Tampa, Florida with his beautiful wife Jessica.

Married for close to seven years, they have a fun and adventurous life.

Oh, and they are "pet parents" to two VERY spoiled kitty cats named Hitch and Ace.

Robert and Jessica both love music. Attending live concerts is one of their favorite hobbies.

Robert is also a HUGE fan of the rock band KISS. He collects anything to do with the band including many autographed items.

How Robert Can Help You Today

If you are looking for someone to help you achieve the SUCCESS and FREEDOM you desire in your business then please send a quick email to rsp@worldclasscopywriting.com today!

To learn more about what Robert can do for your business please visit <https://worldclasscopywriting.com>.

Classic Headline Formulas

These classic headline formulas can be used repeatedly to write **POWERFUL** headlines for almost any product or service.

The reason I chose these headlines is that they have all been used many times over the years to bring in **MILLIONS** of dollars in sales.

Go ahead and play around with them for your next promotion and see for yourself how effective they are.

Classic Headline Formula #1.

Give Me _____ and I'll _____

Example: "Give Me Five Minutes and I'll Show You the Secret to Making Big Money Online."

Classic Headline Formula #2.

Who Else Wants _____?

Example: "Who Else Wants to Discover the Secret to Losing Weight... **WITHOUT** Giving Up the Food You Love?"

Classic Headline Formula #3

How to _____

Example: "How to Win Friends and Influence People."

Classic Headline Formula #4

We're Looking for People Who Want To _____

Example: "We're Looking for People Who Want to Quit Their Day Job in 30 Days or Less."

Classic Headline Formula #5

Secrets of _____

Example: "Secrets of a Once Desperate Housewife Who Lost 40 Pounds Without Dieting"

Classic Headline Formula #6.

Little Known Ways To _____

Example: "Little-Known Ways to Lose Weight Quickly and Safely"

Classic Headline Formula #7.

Here's a Quick Way To _____

Example: "Here's a Quick Way to Lose Weight Fast"

Classic Headline Formula #8.

What Everyone Should Know About _____

Example: "What Everyone Should Know About Writing Powerful Headlines"

Headline Power Words Collection

This list was created by combining the lists of “Headline Power Words” analyzed and touted by some of the greatest minds in the history of advertising including David Ogilvy, John Caples, and Ted Nicholas.

Among the reasons why they were chosen, was the frequency with that they appeared in the headlines of successful advertising over the course of over one hundred years.

Ultimate

Breakthrough

Innovative

Announcing

Discover

New

Now

Amazing

Yes

This

You

Suddenly

Sensational

Revolutionary

Remarkable

Which

Wanted

Miracle

Secret

Imagine

Powerful

Magic

Quick

Easy

Your

Sale

Warning

Only

How

Introducing

16 Proven Ways to Start Any Headline

How you start off your headline can either make your headline work or kill it before it even had a chance to get started.

So keep this list of the most effective ways to start any headline handy.

Announcing

New

Now

At Last

How To

How

Why

Which

Here's How

Who Else

Wanted

This

Advice To

Finally

Discover

Introducing

Breakthrough

Here's Why

Are You

Warning

The Case Against (or The Case For)

The Secret Way (or Secret Of)

17 Ways To (any number will work)

7 Figure Headline Swipe File

This is a collection of some of the most profitable headlines ever written.

Many by the legends of copywriting and advertising (including several of my own that I am VERY proud of).

You can model the structure of these and refer to them for inspiration but PLEASE don't copy them word for word.

The best idea is to take the basic structure and adapt the keywords and rhythm in your own unique way.

And if you REALLY want to take your headline writing skills to the PRO LEVEL then spend some time hand writing a bunch of these out with pen and paper. It's one of the secrets to mastering any new skill on a deep neurological level.

Sound crazy? Well, trust me it works!

Now dive in and start kicking butt writing KILLER headlines!!

- **A Wonderful Two Year's Trip at Full Pay – But Only Men with Imagination Can Take It!**
- **\$80,000 In Prizes! Help Us Find the Name for These New Kitchens!**
- **Advice to Wives Whose Husbands Don't Save Money – by a Wife**
- **A Surprisingly Simple Way to Get "Out of the Rat Race"**
- **161 New Ways to a Man's Heart – in This Fascinating Book for Cooks!**

- Make Extra Cash Writing Advertising Book Match Covers
- We Need People Just Like YOU To Write Greeting Cards!
- Make Anyone Do Anything You Mentally Command – With Your Mind Alone!
- Looking For A Growing Business With A Great Track Record?
- Let Me Make You At Least \$300 An Hour
- New York Lawyer Reveals The Insider Way To Get Even
- No More Back-Breaking Garden Chores For Me – Yet Ours Is Now The Show Place Of The Neighborhood
- “No Time For Yale – Took College At Home” says Well Known Author
- If You Read Nothing Else – READ THIS!
- Imagine Me... Holding An Audience Spellbound For 30 Minutes!
- Is Making A Living Keeping You From Earning Real Money?
- Is The Life Of A Child Worth \$1 To You?
- Lawyer Reveals Legal Loopholes That Make You Money
- We’re Looking For People Who Want To Make Money With Their Own Business!
- They Laughed When I Said I Was Going To Start My Own Business
- The Ugly Truth About Your New Car
- The Secret of Perfect Putting
- Why Some People Almost Always Make Money In The Stock Market
- World Poker Champ Sells Secrets For \$9.95
- Would You Like To Have A Photographic Memory?
- You Can Laugh At Money Worries If You Follow This Simple Plan

- You Don't Have To Die To Collect On Your Insurance Policy!
- How Would You Like To Have A Photographic Memory?
- Often A Bridesmaid. Never A Bride.
- Ohio Man Discovers The Secret Of How To Escape The American Rat Race!
- Open Your Mind, Read This Book and Your Life Will Change – It Can All Be Yours!
- Own A Business Of Your Choice Without Investing 1 Cent
- Pick The Brains Of A Millionaire For Only \$10
- You Are Twice As Smart As You Think! *(And these 7 simple actions will prove it to you in a single weekend...by DOUBLING your power to learn!)*
- LIES, LIES, LIES ... We Investors Are Fed Up with Everyone Lying to Us and Wasting Our Money ... But Getting Rich is the BEST Revenge
- Pierced By 30 Nails... Retains FULL Air Pressure!
- He Became TWICE The Man At HALF The Weight!
- 37-Year-Old Single Mom Loses 67 Pounds & 12.6 Inches Off Her Waist in Only 9 Weeks WITHOUT Diet, Exercise or Surgery... *(Finally, Her Weight-Loss Secret Is Revealed!)*
- NEW- Scientifically Developed Fat-Burning Breakthrough Rocks the Medical World! *(39-Year-Old Mother of Two Loses 88 Pounds in ONLY 12 WEEKS Using A Clinically Proven Weight-Loss Supplement That Is STUNNING Doctors and Health Experts!)*
- Finally! Here's How To "Crack the Code" On Knowing EXACTLY When To Say GOODBYE to Your Current Windows!
- Here's the Straight Facts About Hot Flashes *(And How You Can FINALLY Get the Relief You Deserve!)*

- WARNING: Taking This All-Natural Health Supplement Will Not Only Ignite Her Passion for Being with You Physically, OVER, and OVER AGAIN, But May Make Her Fall DESPERATELY in Love with You! *(Only Enjoy with A Woman You WANT to Be Completely OBSESSED with Pleasing You!)*
- New Weight-Loss Method Saves Desperate Divorcee from High School Reunion Nightmare... *(Here's How She Lost 88 Pounds in Only 12 Weeks WITHOUT Diet or Exercise!!!)*
- 67-Year-Old Grandmother Discovers the Simple Secret to Looking YEARS Younger in DAYS... WITHOUT Surgery... *(And Now She's Going to Share the Secret with You!)*
- Amazing Breakthrough in Interactive Martial Arts Training Software Instantly Increases Your Student's... MOTIVATION, EXCITEMENT and DESIRE to Learn... *(While Magnetically Attracting A Flood of New Business as You Build Your Reputation as A Leader in Your Field... Creating A CLEAR, UNIQUE & EXCITING Difference Between You and Your Competitors!)*
- Have You Ever Seen A Grown Man Cry?
- Guaranteed To Go Thru Ice, Mud or Snow -Or We Pay The Tow!
- Get Paid For Reading Books! \$100 Per Book!
- Financial Columnist Makes Unique Discovery
- For The Woman Who Looks Older Than She Is
- Free Book Tells You 12 Secrets of Better Lawn Care
- Fountain Of Youth Discovered By Little Known Civilization Over 2300 Years Ago
- Free Kit Tells How To Get Better Photographs
- Full-Time Minister Finds Part-Time Goldmine
- Get Out Of Debt In 90 Minutes Without Borrowing

- Generous Creative Businessman Wants To Find A Hot Sexy Woman With A Good Sense Of Humor!
- Hands That Look Lovelier In 24 Hours – Or Your Money Back
- Have You Got These Symptoms Of Nerve Exhaustion?
- Why A Hard-Nosed Millionaire Will Pay You \$4.50 Just To Read A Magazine
- Who Else Wants To Make Big Money In Electronics?
- Which Of These 5 Skin Troubles Would You Like to End?
- Where The Money Is And How to Get It
- When Doctors Feel Rotten, This Is What They Do
- What Everybody Ought To Know About This Stock And Bond Business
- Here Is A Way To Make Money That Has Never Yet Failed
- You'll Just Love The Way This Diet Pill Works!
- Thousands Have This Priceless Gift – But NEVER Discover It
- To Men Who Want to Quit Work Someday
- Wave This Magic Wand And Make Money For Yourself
- Using A Lawyer May Be Dangerous To Your Wealth!
- To People Who Want To Write – But Can't Get Started
- You'll Just LOVE The Way This Diet Pill Works!
- The Last Two Hours Are The Longest... And Those Are The Hours You Save
- The Lazy Man's Way To Riches
- The Machine That Peels Off Pounds While You Sit Back And Enjoy It!
- The People Who Read This Book Will End Up With Your Money
- The Quickest Way I Know To Make A Million Dollars

- The Secret Of Teaching Yourself Music
- The Secret Of Being Wealthy
- At Last! Someone Has Unlocked The Secret Of Getting People to Fall In Love With You!
- California Lawyer Discovers How To Make Money At Home With The Help Of The U.S. Government
- Man Who Limped With Foot Pain – Now Runs 2 Miles Every Day!
- Movie Actor Reveals New Weight Loss Breakthrough
- New Diet Burns Off More Fat Than If You Ran 98 Miles A Week
- New Shampoo Leaves Your Hair Smoother, Easier To Manage
- New Energy Pill Tested By U.S. Marines With Amazing Results
- My Feet Were Killing Me... Until I Discovered The Miracle of Hamburg
- Earn \$4000 Per Month From Home With Only Your Computer
- An Amazing New Business You Can Carry In Your Pocket
- Are You Ready To Use Self-Hypnotism To Make Life Give You What You Want?
- Are You Ever Tongue-Tied At A Party?
- Announcing... The New Edition Of The Encyclopedia That Makes It Fun To Learn New Things
- Amazing New Titanic Commemorative Is Mint Perfect And Even Better Than A Silver Dollar
- Famed Physician Proves That Sitting In A Pyramid Causes Unexplainable Good Things To Happen
- Earn \$90,000 A Year Repairing Cracked Windshields

- Ex-Truck Driver Gets \$21,108 A Month Doing What You Aren't
- Are You An Over Educated Under Achiever?
- The Chinese Secrets Of Weight Control
- The Happiest Millionaire Around Teaches Others His Secrets
- Right and Wrong Farming Methods... And Little Pointers That Will Increase Your Profits
- Save Enough On Your First Cruise To Take Your Wife For FREE
- Rags To Riches! Electronic Invention Turns House Wiring Into Giant Pest Eliminator
- Some Straight Talk About Vitamins And Your Sex Life
- Stop Dreaming And Start Making Money
- Speak Spanish Like A Diplomat
- Scientists Discover Mystery Chemical That Seems to Drive Women Wild

Conclusion

The majority of your copywriting efforts should be dedicated to making sure your headline does its one and only REAL job.

What is that job?

It's to effectively stop your prospects cold in their tracks with news of a big promise or benefits which will fulfill something of great personal interest to them.

It should always be **SHARP, CLEAR and TO THE POINT.**

As well as being full of relevant emotion as you only have a second or two in order to grab the FULL attention of your prospect, by appealing to their self-interest.

If you need to make more sales in your business then my copywriting services can give your bottom line the boost you need.

Please contact me at RSP@worldclasscopywriting.com to schedule a no-obligation copywriting consultation.



Robert Sean Pascoe

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