Write Great Headines

How to Quickly Generate an Entire Years' Worth of Blog Content in Less Than Two Hours

Includes More Than 200 Fill In The Blank Formulas
To Help You Quickly and Easily Write Irresistible Headlines



3 Critical Ways Headlines Impact Search, Sales, and Success

Headlines are meant to grab attention, to make it easy for people to make a decision about you and your business, to quickly see if you can help them solve their problem, or find the information they are looking for. If people can see that you have something they are interested in, and you make them want to learn more, they will click, read, watch, or listen.



Here's the good news...

The basic approach to writing killer headlines hasn't changed in hundreds of years.

The same principles that were used 50, 150, even 200 years ago still work. You just need to understand how a single headline can drastically impact your search, sales, and success. You need to understand basic human nature.



You need to understand that people don't really care about you.

People care about themselves — what they need, how they will benefit, how it will help them, what problem will it help them solve, what will they learn, etc. When they are doing a Google search, scanning their Twitter feed, browsing through Facebook, or scanning their RSS feeds, they are only thinking of one thing — themselves.

So your headlines need to be about your readers not about you. If you want them to click your link in a search engine results page list, or leave Facebook or Twitter to visit your website or blog, your headlines need to address one of the most basic human interests:

1. To be entertained

3. To be part of a community

2. To be informed

4. To solve a problem

You see, **your headline does all the heavy lifting** when it comes to getting people to visito your website and consume your content, especially when it comes to social media and the search engines.





You need to optimize your headline so it delivers what people are looking for.

Most people don't just search for random things online, they spearch for a specific piece of information, an answer to a question, or a solution to a problem. That means they are scanning the headlines in the search results looking for the **BEST MATCH** to what they are looking for.

If you are a dog groomer, and your ideal clients are searching the internet for ways to *stop their dog from shedding*, you need to be writing articles on that topic with headlines that use keywords and key phrases related to it like:

✓	No More Dog Hair	✓	Stop Dogs From Shedding	✓	Eliminate Shedding
✓	Dog Sheds Constantly	✓	Help My Dog Shed Less	✓	Why Dogs Shed
✓	Reduce Shedding of Dog Hair	✓	Preventing Dog Hair Loss	✓	Dog Shedding
✓	What Helps Shedding in Dogs	✓	Dog Shedding In Fall	✓	Stop Shedding
✓	Shedding Home Remedies	✓	Dog Hair Loss	✓	Prevent Shedding
✓	Dog Shedding in Winter	✓	Dog Shedding Too Much	✓	Remove Dog Hair
✓	Dog Sheds Too Much	✓	Dog Sheds A Lot	✓	Shedding Dogs
✓	Prevent Shedding in Dogs	✓	Help My Dog Is Shedding	✓	Reduce Shedding

Search engines, just like people, are looking for the most relevant content — the content that best matches what they are looking for. And your headline is the first thing both the search engines and people are going to look at and use to judge whether or not your content is worth listing in the rankings or clicking on.

But before you go stuffing keywords and key phrases into your headlines, heed my advice. Please know that if it is obvious that you are adding keywords just to add them, and your headlines sound unnatural — like they are written solely for the purpose of getting good search engine rankings, you will not see the results you want.

People are getting more and more internet savvy as the years go by, and they can tell what you're doing. They don't like it because it looks like you don't care about them and you just care about Google — and **no one likes to feel second best**. Oh and Google? They hate it when people try to game the system, and they can't stand content that is written for search and not for the consumer, and as a result, that kind of content won't get very good rankings.

The bottom line is that **good, natural, quality, relevant content is what everyone wants**, and what the search engines are rewarding.



You need to make sure your headline makes an impact.

If you want people to read your content, watch your video, or listen to your audio, and TAKE ACTION, you need to create content that sparks their curiosity, appeals to their self interest, and is easy to understand.

Consumers are busier than ever and they don't have a lot of time. If a headline is boring, blah, uninteresting, cheesey, childish, or too cutesey, you'll be skipped over and quickly forgotten. Headlines need to make an impact and they need to do it quickly. So avoid industry jargon, complicated words, confusing metaphors, or an attempt at wit that falls flat.

So keep it simple, keep it direct, and make it powerful. Make a promise that creates an impact, get them interested, and make them want to learn more — make them want to take the next step.

After all, your headline could be seen on:

✓	Facebook	✓	Digg	✓	Guest Blog Posts
✓	Twitter	✓	StumbleUpon	✓	Blog Comments (Comment Luv)
✓	YouTube	✓	Sales Pages	✓	Email Signature
✓	Google+	✓	Landing Pages	✓	Product Names
✓	LinkedIn	✓	Presentation Title	✓	Article Marketing Sites
✓	An RSS Feed	✓	Squeeze Pages	✓	Print Marketing Materials
✓	Your Email Newsletter	✓	Your Blog	✓	List of Recent Posts
✓	Webinar Titles	✓	Teleseminar Titles	✓	And More!

And every single place your headline shows up is an opportunity to make a great first impression on someone new who has never heard of you, by grabbing their attention, getting them interested, and compelling them to click your link and visit your website.

Then it's up to you and your website to convert them from a visitor into a client or customer ... and that's a whole different guide!

The 12 Most Successful Types of Irresistible Headlines

A headline is often the first experience someone has with your brand. They may see it in a tweet, in a Facebook post, on a search engine results page, on your blog, on a social bookmarking site, on an article marketing site, in your sidebar, etc., and as a result, your headlines play a big role in the first impression someone new has on your brand.

Are your headlines making a great first impression and doing their job to attract attention, spark curiosity, get clicks, and drive traffic back to your website?

Headlines have two main purposes:

- **1.** To get the attention of those who see it
- 2. To persuade them to consume more content

Luckily, learning how to **craft irresistible headlines** that get people to pay attention, click links, and visit your website doesn't have to be a scary, stressful, struggle! The reason most business owners (and maybe you) have so much trouble with headlines is because they are writing their content backwards. Most people get an idea for an article, blog post, or video, and they jump right into developing the main content — Then they quickly hammer out a headline just to get it done.

But that's backwards! The headline is the most important part!

The headline needs to be written first. **A headline is the promise you make to your reader** about what they can expect to get out of the content — It is a promise that they will receive a specific benefit if the read your article, watch your video, or sign up for your teleclass or webinar.

If you just quickly bang out a headline after the fact just to be done, and the content doesn't deliver exactly what your headline promised, you risk alienating your audience. **You also increase the chance that your content will be ignored, skipped over, and forgotten** — all because your headline was boring and blah. And that is where a lot of content creators get frustrated because they spend a lot of time and effort on great content, but no one is reading it, watching it, or listening to it.

Now you may be thinking, "Okay, so I know I need to start writing my headlines first ... But how do I get started? And how do I write a killer headline anyway?"

And that is perfect! Because I have the answer.





Here are the top 12 most successful, curiosity-sparking types of headlines you need to understand to make your content irresistible:

The How To Headline

How To Headlines are the most popular style of headline because people love to learn new things — and they love to do it themselves. The entire self-help industry of books, magazines, movies, websites, training courses, events, and more are all built around the self-help mantra of "how to." The key to writing a successful how to headline like, "How to Lose 7 Pounds in 7 Days Without Really Trying" is to focus on the benefits the reader will receive.

✓ The Threat Headline

A threat headline brings a danger, warning, or risk to light for your readers, and because they (or their loved ones) may be at risk, the headline grabs attention quickly. A threat-style headline like, "Warning! What Your Virtual Assistant Doesn't Want You to Know," implies that the reader is being mislead, lied to, deceived, tricked, etc. by someone or something they trust — and that they need to know right away. Your headline promise needs to bring the problem to light, and the promise is that you have the solution. This style headline plays right into the natural human need to protect themselves and their loved ones — people will do more and work harder to avoid pain than to seek out pleasure and joy.

✓ The List Headline

People love concrete data. They love numbers, lists, and specific amounts of something because they know exactly what they are going to get and what to expect — and when it comes to content, they also can quickly gage how long the content will take to consume and how valuable it will be. While a headline like "How to be more Productive" would work, changing it include a number/list like "7 Tips to Double Your Productivity" is more effective because the promise you're making is much more concrete and the benefits are more obvious. Plus, many experts say list-style headlines are more memorable.

✓ The Comedic Headline

Entertainment is one of the top three reasons people consume content, along with learning information and being part of a community. A comedic headline like, "Six Incredible Ways Business Coaches Are Like Ham Sandwiches," that spark humor, laughter, curiosity, and shock, or the, "Oh my gosh did she really write that? I have to read it now!" response, is a winner because it taps into the reader's desire to be entertained.

✓ The Mysterious Solution Headline

The mysterious solution headline presents things that may be unheard of, shocking, unprecedented, never before seen, amazing, or even unbelieveable. A mysterious solution-style headline like, "6 Shocking Ways These Business Owners Added Millions to Their Bottom Line in Less Than One Year," immediately shows the reader that you're not going to just be regurgitating the same old tired, boring, repeated over and over solutions and advice. Caution: don't use this headline style if you are not sharing anything revolutionary or at least a totally different perspective.

✓ The Social Proof Headline

The social proof headline shows that other people are already experiencing success and the results you want to experience. Social proof headlines like, "Thousands of Mom's Can't Be Wrong: Learn Why You Need The Sleep Genie Too," tell the reader others have bought and liked it, others have tried it and been happy, others recommend it — and the social proof endorsement helps remove any fear and objections they may have about the product, service, or program. This headline works especially well with a person of influence offering the social proof like, "Katy Perry Keeps One In Her Purse, Shouldn't You?"

✓ The Testimonial Headline

If you have raving fans, use their own words and testimonials to do your marketing and sales for you. It is often much more effective to let others tell your audience how great you, your products, and services are instead of you telling them. So headlines like, "I Triped My Income In 90 Days With Just One of Jane Smith's Suggestions!" work like a charm. The recommendations of your clients and customers speak volumes to your audience and can go a long way in making sales. Just make sure you provide as much information about the client or customer you're quoting as possible to demonstrate the credibility of the claim and prove that it is real and trustworthy.

✓ The Question headline

Question headlines draw in readers and get them involved in your content quickly because they will read the headline and try to answer it in their head, and then read your article to find out your answer and your perspective. Question headlines like, "Are you struggling to get your online business of the ground?" get people's attention because they focus on the reader not on the writer, they speak right to a pain point or need, and the reader can relate to the content with a yes or no answer before even reading it.



✓ The Reluctant Headline

A reluctant headline plays on the humans desire to get things without working for it and to have things be easy. It also speaks right to the person who needs help but may be making excuses. For example, a headline like, "How to Network Like a Rockstar Even If You're Uncomfortable Talking About Your Business" speaks right to the business owners who needs to network, but may be avoiding it because they don't know how to speak about their business confidently, and a headline like, "Double Your Income Without Working Like a Dog" speaks right to the person who wants to make more money, but simply can't work any harder. A reluctant headline typically starts with a big benefit or solution, and ends by squashing the common excuse or objection.

✓ The News Headline

News headlines like, "Bourn Creative Website Strategist Shares Website Secrets with 1,500 Business Owners at Infusioncon 2012" work great ONLY if you really have real news to report. There is nothing worse than misleading your audience with a news-style headline and promise, when you're just promoting and marketing your regular products, services, and programs. No reader appreciates being tricked.

✓ The Time Sensitive Headline

The time sensitive solution gets readers to take action. For example, headlines like "Get \$10K Worth of Training for Only \$4K For The Next 3 Days Only" sparks fast action because the offer is only available for a limited time and the reader may miss out of they don't act now. Another type of time sensitive headline like, "Boost Your Business In 60 Days or Less" uses time as a benefit instead of using it for urgency. This approach works well because consumers like to know how long things will take — i.e. how long they will have to wait to experience the perceived benefit.

✓ The Command Headline

Command style headlines like, "Make More Money Now" and "Get More Website Traffic" focus on the benefit readers will receive if they read your article. This style of headline demands a result and usually starts with a powerful action verb.

And that's it! Now you know the 12 most successful types of headlines that will get your content read ... So go put them to use and write some killer headlines! Oh and don't forget to highlight or note the headline examples I gave you in each description. These examples would be great to model for your own headlines.



How to Quickly Turn I Headline Into 30 Different Headlines

As a business owner, you need to produce a lot of content. You need content for your website, blog, email newsletter, squeeze pages, sales pages, landing pages, guest blogging opportunities, article marketing, special reports, videos, podcasts, teleclasses, webinars, social media, and more — and each individual piece of content needs to have a killer headline.

That's a lot of headlines you have to write — headlines that have to pique curiosity, gather interest, get attention, tug at emotions, compel action, drive sales, earn clicks, and more.

I know it can be really tough to constantly come up with powerful, persuasive, irresistible headlines that work.

That's exactly why I created this resource for you, and why I've given you more than 200 fill in the blank headline formulas you can use to quickly write killer headlines. But I want to take it a step further.

Let's say you write a simple but effective headline for a blog post. It gets a ton of click-throughs from your social media posts, people are retweeting it and sharing it on Facebnook, and you're loving the visibility. Clearly this is a hot topic and **you want to capitalize on it's popularity** by posting it around the web — as a guest post on a peer blog, on an article marketing site, etc.

But then you begin to worry about the potential **search engine smackdown associated with duplicate content**. You get nervous, freak out a bit, and instead you just move on and write a new article.

That stinks! And it doesn't have to be that way. Yes, duplicate content is a big deal and posting the same article on multiple websites around the web is not a smart idea. But that doesn't mean you can't reuse the same article with success ... you just need to tweak your strategy.

You need to turn one headline in five, fifteen, or even thirty different headlines!



Duplicate content refers to the exact same content duplicated on multiple websites. It does not refer to similar content. So a great rule of thumb when it comes to reusing your content is to: Write a new headline, change up about 40% of the content, and write a new introduction and conclusion paragraph targeted at delivering on the new headline's promise.

Now most of the time tweaking and editing your content is quick and easy. You already wrote it once, now you just need to tweak and edit it here and there. Writing new headlines on the other hand, tend to not be so easy.

So I'm making it easy on you, and giving you some quick and easy ways to turn one headline into at least 30 additional headlines!

Let's start with an example headline:

✓ How to Make More Sales Online

Now let's look at some simple changes we can make to the headline to create several more headlines that are even better:

- 1. How to Make More Sales Online *In Six Easy Steps*
- 2. What Every Business Owner Needs to Know About How to Make More Sales Online
- 3. 3 Easy Ways You Can Learn How to Make More Sales Online
- **4.** The World's Worst Advice on How to Make More Sales Online
- **5.** How to Make More Sales Online *The Secrets Sales Gurus Don't Want You To Know*
- **6.** *6 Trusted Experts Share Their Secrets on* How to Make More Sales Online
- 7. How to Make More Sales Online So You Can Make More Money And Work Fewer Hours
- **8.** I'm Pulling Back The Curtains And Showing You How to Make More Sales Online
- **9.** How to Make More Sales Online *Without Using Sleazy, In Your face Marketing Tactics*
- **10.** The New Rules About How to Make More Sales Online
- 11. Here's What You Don't Know About How to Make More Sales Online
- **12.** *Are You Struggling With* How to Make More Sales Online
- **13.** *3 Big Lies You've Been Told About* How to Make More Sales Online



- **14.** How to Make More Sales Online *3 Tips Million Dollar Business Owners Swear By*
- **15.** *Don't Read This If You Don't Want To Know* How to Make More Sales Online
- **16.** How to Make More Sales Online *Quickly and Easily*
- 17. Secrets of a Wildly Successful Shopping Cart: Learn How to Make More Sales Online
- **18.** *Stay At Home Mom Discovers* How to Make More Sales Online *In Less Than 30 Days*
- **19.** How to Make More Sales Online *Like a Know-It-All Veteran Marketer*
- **20.** The World's Best Advice on How to Make More Sales Online
- **21.** How to Make More Sales Online Even If You Don't Have a Shopping Cart
- **22.** *5 Stupid Pieces of Advice About* How to Make More Sales Online
- **23.** How to Make More Sales Online *Shocking Truths About Converting Visitors Into Clients*
- **24.** How to Make More Sales Online *If You Don't Have a Website*
- **25.** *Never Worry About* How to Make More Sales Online *Again*
- **26.** Warning! If You're Still Not Sure How to Make More Sales Online, You Must Watch This Video
- **27.** How to Make More Sales Online *To Support Your Offline Business Growth*
- **28.** *Truth And Lies In Social Media About* How to Make More Sales Online
- **29.** How to Make More Sales Online *With One Simple Tool That's FREE!*
- **30.** *Stop Living Paycheck to Paycheck And Finally Learn* How to Make More Sales Online

As you can see, one simple headline can be tweaked here and there to create 30 additional versions of the same headline.

Now you can take the high-quality, high-value, well-writen content from you first article, and repurpose it into 30 new articles, blog posts, audios, teleclasses, webinars, videos ... or a combination of all of them to create new, fresh content you can feel good about posting on various sites around the web.

Just remember to rewrite the introduction and conclusion of the content, and tweak the rest as needed to ensure you deliver on the promises you make in your headlines.



More Than 200 Fill In The Blank Headline Formulas

An irresistible, killer headline is a vital factor in the success of your content. If you want consumers to from across the web and various social media sites to click your links, visit your website, read your articles, watch your videos, and listen to your podcasts, you need to capture the attention, pique their interest, spark their curiosity — and you need to get them to click your link.

Here are more than 200 fill in the blank headline formulas — proven successful, and pulled straight from the front page news, magazines, tabloids, entertainment media, and highly-paid copywriters just for you:

1.	Alert: What You Must Know About	22.	3 Hard-Hitting Reasons To
2.	4 Ways To Increase Your By	23.	4 Reasons It's Better To
3.	7 Mistakes All Make	24.	8 Things To Try In
4.	Truth And Lies In	25.	5 Quick And Easy Ways To
5.	5 Secrets Experts Don't Want You To Know	26.	7 Lessons I Learned The Hard Way
6.	Like An Expert In 5 Simple Steps	27.	13 Reasons Not To
7.	The World's Worst	28.	Like Crazy
8.	9 Lies Your Is Telling You About	29.	3 Simple Steps To
9.	3 Tips For More And Fewer	30.	6You Can Do In 10 Minutes Or Less
10.	10 Questions That Will Make Your Squirm	31.	8 Sneaky Ways You Can
11.	6You Need To Stop Doing Right Now	32.	Little Known Ways To
12.	Trick Yourself Into	33.	15 Tips For
13.	8 Scams And How To Avoid Them	34.	4 Strategies For
14.	3 Secrets Your Is Keeping From You	35.	9 We Don't Want To See
15.	7 Reasons Is The Worst	36.	Shorts Cuts To
16.	10 Simple Tips For	37.	How To Plan The Ultimate
17.	5 Reasons Is Better Than	38.	11 Funniest
18.	6 Rules To Break Now	39.	Here's A Quick Way To
19.	9 Ways To Boost Your Without	40.	12 Predictions On The Future Of
20.	Behind The Scenes	41.	The Remedy You Should Trust
21.	3 Ways You Can Better Than	42.	10 Sure Fire Ways To

44.	3 Creative Ways To		
	,	63.	5 Facts About You Won't Believe
45.	Hilarious Don'ts	64.	3 Surprising Things You Can
46.	How To Avoid: A Secret Revealed	65.	Buy Today And Get
47.	How To For People Who Don't Want To	66.	7 Things Your Isn't Telling You
48.	The Top Three That Are Sabotaging Your Success	67.	If You're Sick Of Try
49.	Overcoming: Why You Need To	68.	7 Secret Shortcuts
50.	7 Most Popular Myths	69.	What Really Want
51.	Dramatically Increase By	70.	8 Things To Never Share/Tell
52 .	10 Secrets Every Should Know	71.	Get Rid Of Your Once And For All
53.	Truth Revealed: The Real Story Behind	72.	6 Ways To On A Budget
54.	Could Your Survive A	73.	5 Most Frightening
55.	Now You Can Without	74.	4 Expert Tips
56.	Exposes The Secrets Of	75.	10 Things You Need To Know Before
57.	Secrets Of A Wildly Successful	76.	Uncovers Secrets To
58.	What Do The Pros Use To	77.	8 Ways To Save Time/Money With
59.	Double Your In 1 Year Or	78.	5 Good Ways Not To
60.	Now You Can And Still	79.	How To Find The Best
61.	The Emerging Trend In That Swear By	80.	How To Quickly And Easily

Get Your Right-Brain Thought-Processes and Creativity Flowing

When putting this guide together, I originally grouped this enormous list of headline formulas into sections by headline type (i.e. numbered, negative, how to, etc.) But I actually discovered through testing that the organization stifled right-brain thought process and creativity.

When grouped by topic or headline type, your brain focuses on that type of headline and starts thinking in a specific way. As a result, it was actually harder to complete the formulas and it took longer to come up with new headlines!

By mixing up the headline formulas, your thought process, brain function, creativity, and inspiration flow stays more active, available, and open to a wider range of ideas, helping you more quickly generate a wider variety of more diverse headlines.



81.	The Thousands Of Are Using To	115.	Everything You Need To Know About
82.	Is Your Being Honest With You About Your	116.	In 5 Minutes A Day
83.	Achieve In Record Time With	117.	Finally You Can In
84.	How To Increase By Fixing	118.	10 Secrets Doesn't Want You To Know
85.	4 Lazy Ways To	119.	How To With/In/By
86.	When You Even If You Want To	120.	A Behind The Scenes Look At
87.	The OneYou Must Never	121.	Are Worth The Money?
88.	How To Turn Into Dollars	122.	Boost Your In
89.	When It's Smarter To Instead Of	123.	Build A You Can Be Proud Of
90.	3 Lessons Learned From	124.	Fix Your With
91.	How To In 60 Seconds Or Less	125.	Funniest Stories
92.	Could Your Be A	126.	Gain/Lose In 7 Days Or Less
93.	Why Every Is Now Using	127.	GetIn
94.	Do You Make These Mistakes?	128.	Give Me 9 Minutes And I'll Give You
95.	5 Perfect In	129.	How Overcame
96.	The Real Story Behind	130.	What No One Ever Says About
97.	3 Questions You Should Be Asking Your	131.	The Top 10 Of
98.	6 Facts You Need To Know	132.	The World's Most Unusual
99.	How To So That	133.	The Real Truth About
100.	9 Signs To Never Ignore	134.	How ToIn Only 14 Days
101.	Why Your Stinks And How To Fix It	135.	Why Your Isn't Working
102.	7 Days To	136.	How ToLike A
103.	10 Things You Should Never Do When You're	137.	The World's 10 Most Important
104.	How To In Half The Time	138.	How To Deal With
105.	9 Proven Strategies To	139.	How To Get In Half The Time
106.	7 Ways To And Profit	140.	How To Use To Get
107.	8 Fastest Ways To	141.	What Everyone Ought To Know About
108.	Warning: Don't Until You've	142.	How Women AreAnd Loving It
109.	How To Beat The Fear Of	143.	I'm Pulling Back The Curtain On
110.	5 Things Should Never Do	144.	Jump-Start YourWith
111.	How To Avoid: ASecret Revealed	145.	Master In Record Time
112.	The Method That Is Helping	146.	7 Surefire Keys To
113.	How To Spot A Fake	147.	Power Up Your
114.	4 Proven Methods For	148.	9 Reasons You Should

149.	The Single	That Can/Will Change Everything	160.	10 Signs You're	
150.	Never Worry About _	Again	161.	8 Ways To	
151.	Success Secrets Of		162.	IfThe	n
152.	The 5	That Work For Everyone	163.	6 Ways To Get More	
153.	How To Safely		164.	The One Thing	Won't Do
154.	The Best	You Ever	165.	The Only	Lesson You'll Ever Need
155.	The Deadly Mistake	Make When	166.	9 Keys To	
156.	The Modern/New Rul	es Of	167.	Here's What You Don	't Know About
157.	The One	That Is Killing Your Business	168.	10 Tricks To	
158.	Warning: If You're Stil	l You Must	169.	Get N	OW
159.	Why You Shouldn't At	tend	170.	The Real Reasons You	u're Not

How to Write Killer Headlines Quickly

Along with some fellow business owners, I tested this guide out myself — and **in less than two hours,** I generated 42 killer headlines AND short content outlines for each one! Those 42 headlines have been making their way into Bourn Creative's email newsletter, blog, social media posts, and more.

Here's exactly how I did it, so you can too:

I set aside some quiet, uninterrupted, **focused time at my most creative and productive time of day** with my favorite pen and a blank notebook that was just begging to be filled.

I made a decision to **use anything and everything that popped into my head** when reading through the sentence formulas — no judgements, no self-editing, no second-guessing.

I chose to only focus on the formulas that produced a quick idea. If I read the formula and nothing came to mind right away, I skipped it and moved in to the next one.

I committed to write down my ideas about each headline as I came up with it — So if I wrote the headline, "3 Ways You Could be Sabotaging Your Search Engine Rankings," I also listed below it the three reasons. The key is to not overthink it or stress about the content, but to **get your initial thoughts and ideas out of your head and onto paper**.

Then I got started! I started at headline formula #1 and moved through the list, headline by headline, skipping those that didn't spark an idea — without stopping to overthink it, judge or critique my ideas, or second-guess myself — until my time was up. (Hint: Setting a timer helps turn the process into a focused game or challenge)



171.	Without Even Trying	202.	Are You Worried About?
172.	Hundreds of Can't Be Wrong. Why	203.	5 Shocking Reasons Fail (And What To
173.	3 Red Hot Keys To	Do Ab	out It)
174.	The Top 10 Reasons You're Not	204.	The Secret to Even If
175.	What Wants You To Believe About	205.	Are you struggling with?
176.	Jobs You Can Do Yourself	206.	Why This Isn't For You
177.	3 Lies is Telling Your About	207.	Sidestep In Three Easy Steps
178.	Three Things To Never Tell Your	208.	Don't Read This If
179.	Common Mistakes Make And How to Fix Them	209.	How to Without
180.	Top 10 Scary Facts About	210.	10 Useful
181.	What Can Teach You About	211.	Supercharge Your
182.	3 Killers Ways To	212.	New Strategies For/To
183.	Are You Secretly And Not Sure What To Do?	213.	25 Ways To Screw Up
184.	Triple Your In	214.	7 That Make You Look Dumb
185.	What You Won't Ever Hear AAdmit	215.	How to Know If You Need
186.	Learn Why Thousands of Do Every Day	216.	Bolster With 5 Simple
187.	6 Lies We Tell Our	217.	Discover Hidden About
188.	Why Made Me a Better	218.	Uncover The Truth About
189.	Who Else Wants To?		
190.	Why No One Is Talking About		
191.	They Laughed When I But Then I		
192.	7 Keys To Save On		
193.	When You Know It's The Right Time To		
194.	Skyrocket Your By		
195.	Revealed: Why		
196.	5 Pitfalls of: Banish Forever		
197.	3 Questions That Will Make Squirm/Blush		
198.	7 That Will Never Go Out of Style		
199.	Fix Your With a Simple		
200.	How to Even If		
201.	4 Lies about Pelieve Them at Your Own Risk		

About Bourn Creative

WordPress Weilding, Lego Playing, Board Game Loving Nerds

You're sexy and you know it ... we're nerds and we know it, and we're dedicated to creating beautiful, powerful, profitable platforms for rapidly growing businesses.

For more than eight years, Bourn Creative has been partnering with corporate, small business, and entrepreneurial clients around the world, offering design services and consulting, education, and training.

We work with the belief that process and collaboration should always be married to creativity and fun. So while we like watching Star Wars and playing with Legos, we're serious about helping businesses create visually impressive, functionally superb and always intelligent digital platforms.

✓ WordPress Website Strategy, Design, and Development

We build custom, retina-ready, responsive, HTML5 WordPress sites powered by the Genesis framework, and offer end to end service, from initial strategy and planning to go-live and training. Built with sales conversions and marketing in mind, our sites include sales and landing page templates, special list styles, pull quote features, custom opt-in boxes and 3D imagery, and more.

✓ Brand Strategy and Brand Design

For those launching a new business, a new division, or a new idea, we start first with the brand strategy, the reputation you want to build in the market, and who your ideal client or customer is. Then we provide a full suite of brand design services, including logo design, stationery design, and presentation design.

✓ Sales and Marketing Materials Design

As a business owner, your number one job is to make sales and from email newsletters and social media design, to a full menu of print marketing materials, tradeshow and event materials, and information product design, we've got you covered.

Interested in Playing With Us?

Schedule a free consultation today to learn how we can help transform your business into an extraordinary brand!

Simply visit **www.bourncreative.com/project-inquiry** or give us a call at **916-788-1740** and tell us about your project and we'll get your free consultation on the calendar. *We can't wait to hear from you!*

