



3000+ IDEAS

**For Your
Headline
Swipe File**



IMPULSE CREATIVE

Be Remarkable



Headline Writing Made EASY

300+ EASY Headline Writing Hooks for Your Web Content

Headline swipe files are the content writer's secret – use ours as your blog topic idea book.

It makes sense to look at what other successful people are doing and learn from them. That is where a swipe file comes in.

A swipe file is simply an idea book of remarkable marketing messages, headlines, blog titles, etc. Essentially, whenever you see an example of great marketing you add it to your collection.

A good swipe file can stimulate new ideas and strategies. Get the creative juices flowing and create your own!

Here is Impulse Creative's version of a Headline Swipe File. We hope you find it helpful in writing titles and headings for your blog titles, eBooks, and articles.



Fill in the Blanks...

(XYZ Event) Starts/Closes/Ends In [time period]
[blank] – So Simple Even Your Kids Can Do It
[blank] Gone in [X] Days Or Money Back
[blank] Hacking With [World Class Example]
[blank] May Be Causing You To Lose Out On [desired result]
[blank] May Be Dangerous To Your [blank]
[blank] Reveals Ways To [desired result] Without [undesired result]
[blank] Secrets: How To Get [blank] Using These 5 Techniques
[blank] That Aren't Worth The Money
[blank] That Aren't Worth The Money – Even If You Had The Money
[blank] Worth Fighting For
[blank] Your Way To A [desired result] You
[blank]? You Are Not Alone
[desired result] Like A [desired group or person]
[Do something] Like [world-class example]

Lists

[x] Best Practices For [blank]
[x] Best Practices For Attracting New Clients – [blank] Pay Attention
[x] Best Practices For Marketers
[x] Best Practices For Writing Copy That Gets Read



- [x] Brilliant Ways To Teach Your [blank] About [blank]
- [x] Brilliant Ways To Use [blank]
- [x] Deadly Sins [blank] Commit Every Day
- [x] Deadly Sins [blank] Commit When [blank]
- [x] Deadly Sins Every [blank] Must Avoid
- [x] Easy Ways To Make [blank] Faster
- [x] Minutes A Day To Ranking
- [x] No-Fuss [blank]
- [x] Questions Answered About [blank]
- [x] Secrets: How To Use [blank] To Create A [blank] Business
- [x] Sure Fire [blank] That Work For [blank]
- [x] Sure Fire Headline Formulas That Work
- [x] Sure Fire Ways To Find Out What [blank] Is Really Like
- [x] Ways To Power Up Your [blank]
- [x] Ways To Power Up Your Landing Page

A

- A Guide To [blank]
- A Guide To Setting Up Your [blank] Today
- A Simple Way To [desired result] That Works For [desired group/person]
- A Surprising Tool To Help You [blank]



A Surprising Tool To Help You Work Less And Play More

A Surprising Tool To You Get Work Done And Be Happy About It

An Incredibly Easy Method That Works For All [blank]...Guaranteed!

An Incredibly Easy Method That Works For Any Product You're Marketing [blank]...Guaranteed!

Answered: Your Most Burning Questions About [blank]

Are You Using These (or This)?

At Last, The Secret To [desired result] Is Revealed

Avoid The Top 10 [blank] Mistakes

Avoid The Top 10 Mistakes Made By Beginning [blank]

B

Be A [blank] God Fast

Be A Money Magnet Fast

Be A Professional [blank] Fast

Boost Your Sales By [blank]% In Just One Week

Build A [blank] You Can Be Proud Of

Build A [blank] You Can Show Off

Build The [blank] You Have Dreamed Of

C

Can You Pass [blank] Test?



Can You Really Beat [blank] Without [blank]?

Can You Really Find [blank] (on the Web)?

Can You Really Make [blank] Without [blank]?

Clear And Unbiased Facts About [blank]

Clear And Unbiased Facts About [blank] During A Recession

Clear And Unbiased Facts About [blank] Without All The Hype

Clear And Unbiased Facts About Building Your Clientele During A Recession

Could A Simple Book Save Your [blank] – [blank] Say Yes

Could This Report Be The Definitive Answer To Your [pain point]?

Cut Your [blank] Time/Bill In Half In [blank] Minutes

D

Discover How You Can [blank] and Solve [pain point] This Month

Discover How You Can [pain point] And [desire] In Six Months

Discover How You Can Buy [blank] Of Your Dreams – Cheap

Discover How You Can Easily Create [blank]

Discover How You Can Easily Create [blank] In 30 Days Or Less

Discover How You Too Can Easily Bring In Loads of [blank] With Only A Little Extra Work In Less Than 30 Days

Discover How You Too Can Easily Start A Money Making [blank]

Discover The [desired result] Secret

Discover the Secrets To [blank] You've Always Dreamed Of



Discover The Secrets To Having [blank] You Want

Discover The Secrets To Having The Business You Need To Live
The Life You've Always Dreamed Of

Discovered – 5 Practices That [pain point] – So Simple To Change

Discovered – Amazing Way To Buy [blank] For Less

Discovered – Amazing Way To Discover The Secrets To Having
[blank] You Want

Discovered – Amazing Way To Grow [blank]

Discovered – Amazing Way To Increase Your [blank]

Do Not Try Another [blank] Until You [blank]

Do You Have What It Takes To Succeed With/In [blank]

Do You Make These Mistakes In [blank]?

Do You Make These Mistakes In Your [blank]?

Do You Recognize the [X] Early Warning Signs of [blank]?

Do You Struggle With [blank]?

Do You Struggle With Meeting Your [blank]?

Dominate Your Niche With These [x] Killer Techniques

Don't Miss This [blank] -- Available Until [day]

Don't Try [blank] Without [blank] First

E

Easy [blank] – Even a Newbie Can Do It

Everything You Wanted to Know About [blank] and Were Afraid To
Ask



Everything You Wanted to Know About [blank] and Were Too Embarrassed to Ask

F

Fast-Track Your [desirable result]

Find a [blank] That Matches Your Personality

Find a Niche That Matches Your [blank]

Finding The Perfect Niche is Like A Scooby Doo Mystery

Finding The Prefect [blank] Is Like a Roller Coaster Ride

For Free How You Can Grab The Top Spot On You Tube In 24 Hours Or Less

Forever! These Secrets Have Changed The Lives Of [blank]

G

Get [desired result] Without [undesired result]

Get [desired result] Without Losing [blank]

Get Fit While You Sit

Get Indexed and Listed by Google In Less Than A Day

Get Noticed and 100 New Customers In Less Than [blank]

Get Noticed And Appreciated By Your [blank] In Less Than A Day

Get Rid of [blank] For Good

Get Rid of [blank] Once and For All



Give Me [short time period] And I'll Give You [blank]

Give Me a [blank] Who Can Barely [blank] And I'll Quickly Get Them [blank] Like [blank]

Give Me a [blank] Who Can Barely [blank]... And I'll Quickly Teach Them Rushing Past Their Peers

Great New Discovery Kills [blank] Quick – Makes [blank] Easy

Grow [blank] While You Sleep

Guarantee [blank] – Even When [blank]

Guaranteed [blank] Bliss

Guaranteed No Stress [blank]

H

Have A [blank] You Can Be Proud Of

Heads Up

Here Is A Method That Is Helping [blank] To [blank]

Here's A Quick Cure For [blank] – And It Is Right In Your [blank]

Here's A Quick Way To [solve a problem]

Here's How I Did It And You Can Do It Too

Here's How I Increased My Income During This Recession And You Can Do It Too

Here's What You Should Do For Your [blank]

How [number] Got [desired result] In [time period]

How [number] Got [desired result] Without [undesired result]



- How A Strange Accident Saved Me From [blank]
- How a Strange Accident Saved Me From [blank] The Wrong [blank]
- How a Strange Accident Saved Me From Making the Biggest Mistake of My Life
- How I Improved My [blank] In One Day
- How I Improved My [blank] In One Easy Lesson
- How To [blank] At Any Age
- How To [desired result] When You're Not [blank]
- How To Become [desired result] When You [blank]
- How To Become A Successful [blank] – fast
- How To Create A Business Plan That Even Your Mother In Law Can't Pick Apart
- How To Create Website Traffic That Even Lord Voldemort Can't Kill
- How To [blank] ... Legally
- How To Find A [blank] Who Cares For You More Than Money
- How To Find A [blank] Who Knows What He Is Doing
- How To Find Free [blank] On The Internet
- How To Find The Right [blank] For Your Specific [pain point]
- How To Get [desired result] Out Of [blank]
- How To Get A Complete [blank] Without Leaving Your Office



How To Make People Line Up And Beg To [blank]
How To Take The Headache Out Of [blank]
How To Turn [blank] Into [desired result]
How To Turn Your [blank] Into [desired result]
How To Use [blank] To [desired result]
How To Win Buyers And Influence Sales
How To Win Clients And Influence Markets
How To Win Friends And Influence People
How We Improved Our [blank] In One Week/Month
How You Can [blank] In 24 Hours Or Less For Free
How You Can [desired result] Almost Instantly
How You Can Grab The Top Spot In Google In 24 Hours Or Less



I Want You To Steal This
I've Lied To You For [time period] Now
If You Can [blank] You Can [blank]
If You Don't [blank] Now, You'll Hate Yourself Later
If You Had an Opportunity To [blank] Today – Would You Be Ready?
If You Had An Opportunity To Make [blank] A Day Would You Be Interested?
Imagine [blank] And Loving Every Minute Of It
Imagine Having Someone To Guide You Through The Steps



Necessary To Build A [blank] Business(and giving you the personal attention you need every step of the way)

Imagine Having Someone To Guide You Through the Steps Necessary To [blank]

Imagine Having Someone To Guide You Through the Steps Necessary To Get Rid of [blank]

Imagine Your Business Success With These Easy Tactics

Improve/Increase Your [desired result] In [time period]

Is [desired result] Worth [\$] To You?

Is Your [blank] Being Threatened?

L

Learn Exactly How I Cured [blank] In 2 Days

Learn Exactly How I Cured My [blank] And Avoided [blank]

Learn Exactly How We Made [x] Last Month – Yes It Took Work And You Can Do It Too

Learn How To Crank Out Hot Selling [blank] One After Another In Record Time And Make A Fortune, Even If You Have NO Experience, NO Ideas And NO Tools!

Learn How To Start A [blank]

Learn To [blank] Like A Professional

Learn To [blank] Like A Rock Star And Make Money Like Donald Trump

Learn To [blank] The Worlds Greatest [blank]

Learn To Write Killer Blogs That Bring Your Readers Back Time and



Time Again

Learn To Write Killer eBooks That Others Want To Sell

Learn To Write Killer Headlines

Like [desirable group/person] You Can [desired result]

Little Known Ways to [blank]

Little Known Ways To Drive Traffic To Your Blog

Little Known Ways To Rid Yourself Of [blank]

Look At This [blank] – Available Until [day]

M

Make Your Own [blank] With [blank]

Master Your [blank]

[x] Minutes A Day To Ranking On The First Page Of Google

N

Never Suffer From [undesired result] Again

New [blank] Available, Act Fast

No [undesired result] Just [desired result] Every Day

No Theory – No Fluff...Just Results

Nothing Could Be Easier

Nothing Could Be Faster

Nothing Could Be More Fun



Nothing Could Be Simpler

Nothing Could Compare

Nothing Could Make It Simpler

Nothing Could Make You Happier

Now You Can Buy A [blank] That is Really Made For [blank]

Now You Can Have The [blank] Of Your Dreams – Cheaper/Faster Than You Ever Imagined

Now You Can Have Your [blank] Done Safely

Now You Can Help Your [blank] With [blank]

P

Proof That [blank] Is Exactly What You Are Looking For

Proof That [blank] Really Works

R

Read This Controversial Article And Find Out[blank]

Report After Money-Making Report Using Secret [blank] Content & Strategies

Rule The [blank] By Learning The [x] Killer [blank] Secrets

Rule The Blogger World By Learning The [x] [blank] Blog Control Secrets

Rule Your [blank] By Learning These [x] Killer Techniques



S

Savvy|Smart|Sexy People Do [blank]

Secrets To [blank]

Secrets To [blank] Of Your Dreams – Even In This Down Economy

Secrets To Finding The Best [blank] Deals

Secrets To Getting [blank] To Complete Tasks Quickly And Efficiently

See How Easily You Can [desirable result]

See What [pain point] Sufferers Have To Say

Sick And Tired Of [undesired result]

Stop [blank] And [blank]

Stop Working For Money And Make Money

Succeed With [blank] In 24 Hours – Or Your Money Back

T

Take [X] Minutes to Get Started With [blank]... You'll be Happy You Did!

Take The Stress Out Of [blank]

The [blank] Habit That Could Save [blank]

The [blank] Risk Hiding In Your [blank]

The [blank] Way To [desired result]

The [desired result] That [desirable group/person] Is Talking About

The [x] Problems Every Blogger Faces When Promoting With Social



Media – And How You Can Solve Yours Today

The [x] Problems Everyone Has With [blank] – And How We Solved Them

The Amazing [blank] That Will [blank]

The Best Way To [blank]

The Best Way To Do All Things [blank]

The Biggest Lie In [your industry]

The Lazy [blank] Way To [blank]

The Number One Reason Readers Do Not Stay On Your Blog

The Number One Reason You Don't Have [blank]

The Number One Reason Your Readers Don't Comment

The Quickest & Easiest Way To [desired result]

The Secret of [blank]

The Secret of Magic Headlines

The Secret of Successful [blank]

The Secrets To [blank]

The Secrets To [blank] World Class [blank] Quickly

The Secrets To Buying World Class [blank]

The Secrets To Finding World Class Tools For Your [blank] Quickly

The Secrets To Writing World Class Articles Quickly

The Single Most Important Thing You Need To Know As A [blank]

The Truth Is [blank]

The Truth Is You Are Not The Only Person Concerned About [blank]



The Ugly Truth About [blank]

The Ultimate Deal On [desired result/product/service]

The Untapped Gold Mine Of [blank] That Virtually No One Knows About

The Untold Secret To [blank] In Less Than Ten Minutes

The Untold Secret To Mastering [blank] In Just [x] Days

There's Big [desired result] In [blank]

There's Never Been A More Important Time Know [blank]

There's Never Been A More Important Time To Buy [blank]

There's Never Been A More Important Time To Learn [blank]

These Secrets Have Changed The Lives Of Newbies

They Laughed When I [blank] - But When I Started To Play!

Thousands Now Succeed With [blank] Who Never Thought They Could

Throw Away Your [blank]!

Time's Running Out On [Offer]

To People That Want To [desired result] But Can't Get Started

To People Who Want To [blank] – But Can't Get Started

To People Who Want To Save Money– But Can't Get Started

To People Who Want To Write – But Can't Get Started



W

We Start Tomorrow

What Every [blank] Ought To Know About [blank]

What Is [blank] and How Does It Work?

What Should You Do For Fast [blank]? Find Out Now, Free!

What Your [blank] Won't Tell You And How It Can Save You [blank]

When [blank] [blank] This Is What They Do

When Professional Bloggers Get Writers Block This is What They Do

Where [desired result] Is And How To Get It

Who Else Want To Enjoy [blank]

Who Else Wants [blank]?

Who Else Wants A Great [blank]?

Who Else Wants To Be a [blank] God?

Who Else Wants To Be Free of [blank] and Feel Good About Themselves Again?

Who Else Wants To Be Successful With [blank]

Who Else Wants To Know How [blank]

Who Else Wants To Learn How To [blank] Like a [blank]?

Who Else Wants To Learn How To [blank], [blank], And Start Creating a More [blank] With [blank]?

Why [blank]

Why Fails And [blank] Succeeds



Why Some People Almost Always Make Money With [blank]
Why Some People Seem To [blank] Not Matter What They [blank]
Why Some People Seem To Touch a Business and It Grows
Why We [blank] (And Maybe You Should Too)
Why You Should Sign Up For This [blank] (closes [day])
Why You Shouldn't [what you desire them to do]
Winning Tactics For [blank]
With Just This One Magic Tool Boost [blank] By Adding Just [blank]
To Your [blank]
World Class Tools Make [blank] Push Button Easy
Would You Like To Have A [desired result]
Write Hot Sales Letters That Sell Like Crazy – In No Time Flat
Write Hotter Copy Today – Guaranteed
X Shocking Mistakes Killing Your [blank]
X Ways To Make Your [blank] Exceptionally Fun

Y

You Don't Have To Be [something challenging] To Get [desired result]
You Too Can [desired result] In [time period] With [blank]
You, a [desired result]
You're Closer To [blank] Than You Think
Your [blank] Doesn't Want You To Read This



Now, write your own dynamite deadlines!

Don't you just love the idea of a Headline Swipe File? And want more? Subscribe to our Marketing Blog and stay on the forefront of successful online marketing.

Subscribe to free Email Updates from Impulse Creative

[Subscribe](#)

Thanks!
