

# Hooky Headline Formulas

*Fill-In-The-Blank Formulas to Craft Hooky Benefit-Driven Headlines for Your Programs!*

The Headline to go with your Program's Name is so VERY important! Work with these tried and true formulas to craft a Hooky Headline to help explain the value of your Program! Remember, people are motivated by Results, Benefits & Relief!

How to \_\_\_\_\_ (Gain) without \_\_\_\_\_ (Pain / Effort)

How to \_\_\_\_\_ (Stop or End 'Bad') and \_\_\_\_\_ (Start or Get 'Good')

How to go from \_\_\_\_\_ (Bad) to \_\_\_\_\_ (Good) with \_\_\_\_\_ (Program)

Get \_\_\_\_\_ (Result) with this \_\_\_\_\_ (Your Program Name)

Get \_\_\_\_\_ (Result) in (Time Frame) \_\_\_\_\_ without \_\_\_\_\_ (Pain)

Learn How to \_\_\_\_\_ (Result) with this \_\_\_\_\_ (Your Program Name)

The Secrets of Getting \_\_\_\_\_ (Big Benefit / Result)

The Beginner's Bootcamp to \_\_\_\_\_ (Big Benefit / Result)

The #1 (or Ultimate) Way to \_\_\_\_\_ (Get Result / End Pain)

3 Step Process to \_\_\_\_\_ (Get Result / End Pain)

The Complete Workout to \_\_\_\_\_ (Get Result / End Pain)

A Complete Resource Guide to \_\_\_\_\_ (Big Benefit / Result)

10 Proven Ways to Get/End \_\_\_\_\_ (Big Benefit / Result)

The 10-Minute Workout to \_\_\_\_\_ (Big Benefit / Result)

The Step-by-Step Path to \_\_\_\_\_ (Big Benefit / Result)

The 15 Minute Routine to \_\_\_\_\_ (Big Benefit / Result)

Join The \_\_\_\_\_ (Program) to End \_\_\_\_\_ (Problem / Pain)

The World's Best \_\_\_\_\_ (Program) to Get \_\_\_\_\_ (Result)

## Headline Benefit Add-Ons: (Add these ENDINGS to a Headline)

So you can \_\_\_\_\_ (Boost Outcome)

Even if \_\_\_\_\_ (some Constraint or Doubt)

And it's not what you think! (Evoke Curiosity)

With this unusual / little known \_\_\_\_\_ (Different / Unique)

In just \_\_\_\_\_ minutes / days! (Compress Time / Effort)

## 10 Words That Help Hook Attention: (Place in front of Headline)

- 1 - Just Released!
- 2 - ALL NEW!
- 3 - Next Level...
- 4 - Never Before...
- 5 - Revealed:
- 6 - Just Discover(ed):
- 7 - The Ultimate...
- 8 - One Time Only!
- 9 - Last Chance:
- 10 - Closing Soon!

**Tired Of Feeling Sick & Tired?**

**Discover these "Unusual" Energy Techniques  
for Super Healing and Personal Power!**

**MASTER YOUR MIND. UNLOCK YOUR FULL POTENTIAL.**

**Left Unattended, *Mental Pressure Builds* Up... Leading to Anxiety, Frustration, Mood Swings, Depression and Even Physical Illness!**

**But there is a powerful way to protect yourself from the negative effects of this internal pressure. Discover the MUSHIN meditation method – works in as little as 10 minutes!**

You're About To Discover The World's Most Powerful Way To...

**“Naturally Super-Charge Your Health & Immune System, In Just 10 Minutes!”**

**End Your Joint & Muscle Pain!**

Fluid Circular Movements NATURALLY Unwind Tension  
From Your Muscles, Remove Pain From Your Joints,  
And Restore Ageless Mobility To Your Body!

**Level Up Your Life-Force Energy *with...*  
The Energy Expansion Video Series!**

Clear old Blocked Energy that Causes Poor Health, Pain, Fear, Worry & Uncertainty.  
Add New Life-Force for More Healing, Vitality & Expanded Spiritual Awakening!

[ ATTENTION: CALLING ALL ENERGY ENTHUSIASTS ]

***Virtual Online Qigong Certification***

Transform your Passion for the Healing Energy Arts into a **Highly Profitable Heart-Centered Business** (no travel required!)

**Relieve Back Pain Naturally (and permanently) with our unique Mind-Body-Magic™ Process for a Stronger, Younger, Healthier Back... in just minutes a day!**

**The Full Program with Bonuses is Still Available but...**

**THE 90% OFF SPECIAL IS NOW OVER**

**Boost Your Immune System *with the...*  
Energy Detox & Reboot Video Series!**