

Exercise 1: Use the core value template below to help you brainstorm your headline.

Brainstorm Headline Ideas
<p><i>"My product helps [target audience] learn how to [result] so they can [benefit]."</i></p>

Exercise 2: Use this set of 10 Headline Formulas to write test headlines for your sales page. Do all 10 and don't edit yourself.

Headline Formulas	
<i>[Audience]! Are You [Undesirable/Desirable Outcome]?</i>	<i>Ex: Moms! Are You Running on Fumes Because Your Newborn Doesn't Sleep?</i>
<i>What Everybody Should Know About [blank]</i>	<i>Ex: What Everybody Should Know About Retirement Planning</i>
<i>Build a [blank] You Can Be Proud of</i>	

<p><i>Can You [Find/Spot/Answer/etc.]</i></p>	
<p><i>Now You Can Have [something desirable][great circumstance]</i></p>	
<p><i>Here's a Quick Way to [solve a problem]</i></p>	
<p><i>Why [Thing] [Outcome]</i></p>	
<p><i>Little Known Ways to [blank]</i></p>	
<p><i>[Number or How to] Simple/Easy Ways to [Desired Outcome]</i></p>	

Exercise 3: If you want to add a subhead, create one for each of your 10 headlines. Use it to play off that main idea and introduce a tiny bit of new information.

Subhead Brainstorming	
Headline Ideas	Subhead Ideas