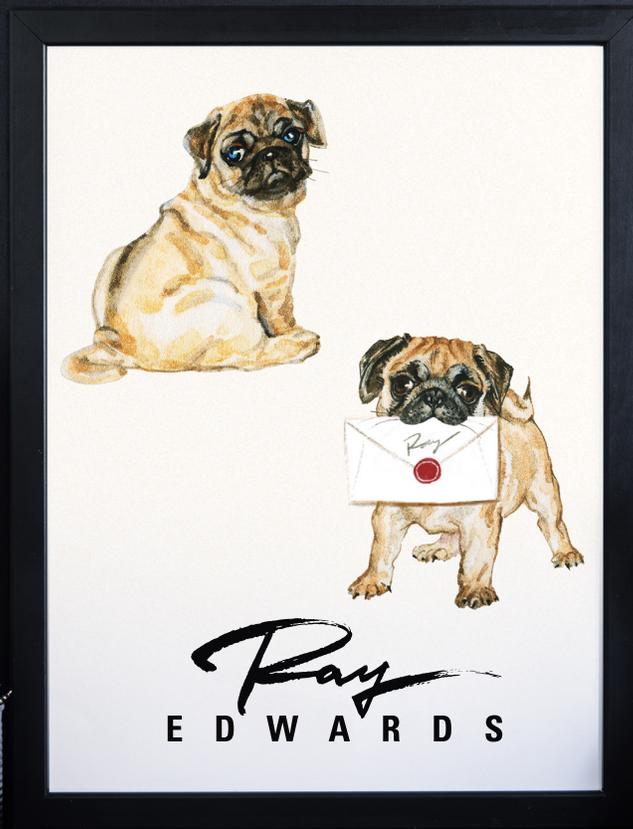


# HEADLINE (OR SUBJECT LINE) IDEA STARTERS



# HEADLINE(or Subject Line)



“ If you can come up with a good headline and lead, you are almost sure to have a good ad. But even the greatest copywriter can't save an ad with a poor headline. ”

– John Caples



**Shock Value** (“Read This or Die!”)



**Startling and Unusual Comparison** (“Sugar Is the Heroin Of 2014”)



**Make a Deal** (“Give Me 30 Days, And I'll Give You Normal Blood Sugar Levels”)



**Be a Myth Buster** (“The Low-Carb Diet Is Not the Answer To Normal Blood Sugar Levels”)



**Ask a Question** (“How Did This Woman Gain 75 Pounds While Eating Only 1000 Cal per Day?”)



**Establish a Deadline** (“Respond by Midnight Tonight And Save \$50”)



**Invoke a Mystery** (“Why Don't Doctors and Nurses Get Sick?”)



**Attack the Common Enemy** (“Natural Cures THEY Don't Want You to Know About”)



**Make an Astounding Prediction** (“In the Next Five Years, 80% of Americans Will Have Diabetes”)



**Expose a Scandal** (“How the Big Food And Big Pharma Industries Manipulate Your Doctor And Destroy Your Health For Profit”)

