

## Headline Ideas

***How to [insert task here] that [main benefit or reward]***

How to build landing pages that generate quality leads

***Stop [something negative from happening] now by [doing mundane task]***

Stop losing leads now by creating urgent headlines

***Why [target audience] should be using [product] to do [mundane task] but they're probably not***

Why marketers should be using click popups to generate leads but they're probably not



## Words and Phrases to Avoid Everywhere:

Just      Revolutionary      State-of-the-Art

Results-Driven      Actually      Great      Obviously

Cheap      Therefore

Visualize      However

100% Guarantee      Unique      Moreover      Really

Very      Innovative

Essentially      End Result      Click Here

Additionally      Conceptualize

Submit      Popular      Furthermore

Spam

Basically      Totally      Honestly

## CTA Formulas

***Get [your/my] free [piece of content] [urgency word: now, today, limited amount]***

Get your free ebook today

***Start learning how to [activity] [urgency word: now, today]***

Start learning how to build landing pages now

***Join the largest network of [type] professionals and get a free [piece of content]***

Join the largest network of marketing professionals and get a free white paper.

## “What you’ll learn” Ideas

***The [X-Number] [what you do] mistakes that are costing your business conversions***

The 8 sales mistakes that are costing your business conversions

***You’ll learn [how to do something] and [how to do something else] to make your own [end result]***

You’ll learn how to create headlines and calls-to-action to make your own click popups

***Why [a tool you use] almost always work for [main reward]***

Why popups almost always work for generating leads