

Original source: <http://newinternetorder.com/blog-post-headline-templates/>

The “worst in the world”

– 1. –

X Steps to Being the Worst _____ on the Planet

E.g. *10 Steps to Being the Worst Guitar Teacher on the Planet*

– 2. –

X Habits of Highly NOT Effective _____

E.g. *10 Habits of Highly NOT Effective Guitar Teachers*

– 3. –

How to Totally Suck at _____

E.g. *How to Totally Suck at Guitar Playing*

– 4. –

X Unacceptable _____ing Behaviors

E.g. *10 Unacceptable Parenting Behaviors*

– 5. –

Have a _____ Business? Here’s How to Mess Up Your Website in X Simple Steps

E.g. *Have a Guitar Teaching Business? Here's How to Mess Up Your Website in 10 Simple Steps*

– 6. –

X Reasons NOT to Launch/Do/Go/... _____

E.g. *10 Reasons NOT to Launch a Website Now*

Outrageous headlines (the provocative)

– 7. –

Here's My Blog/Business/Site, So Buy My Stuff/Read Me Maybe

E.g. *Here's My Business, So Buy My Stuff Maybe*

– 8. –

Everything I Know About _____ I Learned Inside a Nightclub

E.g. *Everything I Know About Guitar Playing I Learned Inside a Nightclub*

– 9. –

X _____ So Great/Ridiculous They'll Make You Wanna Slap Your Momma!

E.g. *10 Guitars So Ridiculous They'll Make You Wanna Slap Your Momma!*

– 10. –

Double Your _____ in X Days/Weeks or I'll Pay You \$X Cash!

E.g. *Double Your Salary in 8 Weeks or I'll Pay You \$500 Cash!*

– 11. –

_____ Technique That's Ugly Yet Beautiful

E.g. *Guitar Playing Technique That's Ugly Yet Beautiful*

– 12. –

X Idiot-Proof Ways to _____!

E.g. *10 Idiot-Proof Ways to Get Your First Gig!*

– 13. –

Good News, Everybody! _____

E.g. *Good News, Everybody! I've Just Mastered This Making-Money-Through-Blogging Thing*

– 14. –

It's Time to Break Up With Your _____

E.g. *It's Time to Break Up With Your Work Habits*

– 15. –

Give Me One Evening and I'll Give You _____

E.g. *Give Me One Evening and I'll Give You a Better Work-Time Balance*

“Secrets Revealed”

– 16. –

X Things I Wish I Knew When I Started _____

E.g. *10 Things I Wish I Knew When I Started Guitar Playing*

– 17. –

X Surprisingly Simple Ways to Simplify Your _____

E.g. *10 Surprisingly Simple Ways to Simplify Your Lifestyle*

– 18. –

A Shocking Thing X% of Guys/Chicks/Marketers/Bloggers Do _____

E.g. *A Shocking Thing 60% of Guys Do in Bed*

– 19. –

What _____/[someone] Don't Tell You

E.g. *What Your Real Estate Agents Don't Tell You*

– 20. –

The X Little-Known Secrets to _____

E.g. *The 10 Little-Known Secrets to Becoming a Better Guitarist*

– 21. –

_____ Tricks, so Powerful They Can Change Your Life!

E.g. *Guitar Playing Tricks, so Powerful They Can Change Your Life!*

– 22. –

X Things Your _____ Needs That You've Never Thought Of

E.g. *10 Things Your Home Needs That You've Never Thought Of*

– 23. –

X Most Overused _____ in _____

E.g. *10 Most Overused Methods in Marketing*

– 24. –

X Crucial Components for Effective _____

E.g. *10 Crucial Components for Effective Job Hunting*

– 25. –

The 10 _____ Commandments

E.g. *The 10 Guitar Playing Commandments*

– 26. –

The Still-Not-Forgotten Art of _____

E.g. *The Still-Not-Forgotten Art of Complaining About Your Job*

– 27. –

To People Who Want to _____ ... but Can't Get Started

E.g. *To People Who Want to Learn Guitar Playing ... but Can't Get Started*

Arousing curiosity and desire

– 28. –

Who Else Wants a _____ ?

E.g. *Who Else Wants a Cheaper Mortgage?*

– 29. –

30 Days to a _____ !

E.g. *30 Days to a Fitter Body!*

– 30. –

The X Best _____ Tips Ever

E.g. *The 10 Best Guitar Playing Tips Ever*

– 31. –

Strike the Perfect Work and Relaxation Balance as a [profession]

E.g. *Strike the Perfect Work and Relaxation Balance as a Personal Trainer*

– 32. –

If You Had Just \$100 to _____ ... What Should You Do?

E.g. *If You Had Just \$100 to Start a Business ... What Should You Do?*

– 33. –

Are You Tired of _____ ?

E.g. *Are You Tired of Other Guitarists Stealing Your Picks?*

– 34. –

Suppose This Happened to Your _____...

E.g. *Suppose This Happened to Your Dog...*

Useful how-to guides

– 35. –

How to Get Through Your First Day Of/as _____

E.g. *How to Get Through Your First Day as a Father*

– 36. –

How to Diversify Your _____ as a _____

E.g. *How to Diversify Your Income as a Personal Trainer*

– 37. –

A Beginner's Guide to _____

E.g. *A Beginner's Guide to Guitar Playing*

– 38. –

Your First Week as _____? Here's What to Do

E.g. *Your First Week as Personal Trainer? Here's What to Do*

– 39. –

Popular _____ and Their BETTER Alternatives

E.g. *Popular Guitar Tools and Their BETTER Alternatives*

– 40. –

If You Could Do Just One Thing to Promote Your _____ Services; What Would It Be?

E.g. *If You Could Do Just One Thing to Promote Your SEO Services; What Would It Be?*

– 41. –

How to Recruit _____

E.g. *How to Recruit the Perfect Personal Assistant*

– 42. –

X Ways an Excel Spreadsheet Can Help Your _____

E.g. *10 Ways an Excel Spreadsheet Can Help Your Blogging Business*