

# The Headline Bank

## 100 Of The Most Effective Headlines Ever Written.

**Hot  
Button,  
N/C,  
or Multi**

1.	The Secret of Making People Like You	
2.	Five Familiar Skin Troubles -- Which Do You Want To Overcome?	
3.	How I Improved My Memory In One Evening	
4.	A Challenge To Women Who Would Never Dream Of Serving Margarine	
5.	Everywhere Women Are Raving About This Amazing New Shampoo!	
6.	Six Types Of Investors -- Which Group Are You In?	
7.	Does Your Child Ever Embarrass You?	
8.	The Biggest Problems You'll Have With Most Plumbers...And How XYZ Overcomes Them All.	
9.	To People Who Want To Write -- But Can't Get Started	
10.	Buy No Desk -- Until You've Seen This Sensation Of The Business Show	
11.	Can You Spot These 7 Common Decorating Sins?	
12.	Make This 1-Minute Test -- Of An Amazing New Kind Of Shaving Cream	
13.	Nobody Should Be Allowed To Have Anything To Do With Advertising Until They've Read This Book A Least 7 Times	
14.	What Everybody Ought To Know About This Stock And Bond Business	
15.	Free Book -- Tells You Twelve Secrets Of Better Lawn Care	
16.	The #1 Most Common Goof In Buying A House	
17.	Major Diet Plans: Which Ones Actually Work...And Which Ones Are Guaranteed To Torture You, Cost A Fortune, And Leave You Fatter	
18.	Three Fairy Tales You'll Hear From Brokers... Even Honest Ones	
19.	The 13 Biggest Mistakes You Could Make As The Parent Of A Teen	
20.	A Dozen Dirty Tricks Of New Car Dealers. Some Are Totally Undetectable--Unless You Know What To Look For	
21.	5 Ways Even Good Lawyers Steal From Clients	
22.	I Was Shocked And Embarrassed When I Found Out That Home Remodeling Was Labeled America's #1 Most Complained-About Industry	
23.	FREE Comprehensive Real Estate Property Survey Allows You To Compare & Price Out Every Single Possible Available Site... Without Talking To A Broker	
24.	I Have Created What I Consider To Be The Perfect, Designer-Friendly Flooring Showroom... Take 90 Seconds To See If You Agree	
25.	Four Critical Characteristics To Demand From Your Skip Tracing Agency... Does Yours Do These?	
26.	Should An Experienced Traveler Like You Fly With A New Airline Like Us?	
27.	Never Accept A Real Estate Contract That Contains These 5 Words	
28.	Make Sure Your Mover Complies With These 17 Points From The 1997 "Code Of Ethics & Competency For Movers"	
29.	Six Closely Guarded Secrets Of The Diamond Industry... Revealed At Last	

30.	Four Quick Questions Will Reveal A Chiropractor's Operating Philosophy. Ask Them, And Save	
31.	8,448 Locations Can't Be Wrong: Dynamo Tables Make More Money	
32.	Something You Probably Didn't Know About Rolex Watches.	
33.	What The Eye Surgeons Don't Want You To Know	
34.	What Nobody Ever Tells You About X.	
35.	A Little Mistake That Cost A Farmer \$3,000 A Year	
36.	Advice To Wives Whose Husbands Don't Save Money -- By A Wife	
37.	When Doctors 'Feel Rotten' This Is What They Do	
38.	Who Ever Heard Of A Woman Losing Weight -- And Enjoying Delicious Meals At The Same Time?	
39.	How I Made A Fortune With A 'Fool Idea'	
40.	How Often Do You Hear Yourself Saying: 'No, I Haven't Read It: I've Been Meaning To!'	
41.	Whose Fault Is It When Children Disobey?	
42.	Do You Have These Symptoms Of Nerve Exhaustion?	
43.	Profits That Lie Hidden In Your Farm	
44.	Is The Life Of A Child Worth \$1 To You?	
45.	Percentage Of CNE Candidates Who Certify Before The End Of The Program -- Us: 96% Them: 21% (We're A Little Bit Higher.)	
46.	They Laughed When I Sat Down At The Piano -- But When I Started To Play!	
47.	Is Dry Skin Making You Look Older Than You Should? Touch These 5 Spots And Find Out	
48.	Free To High School Teachers--\$6 To Others	
49.	Who Else Wants Lighter Cake -- In Half The Mixing Time?	
50.	No More Back-Breaking Garden Chores For Me -- Yet Ours Is Now The Show Place Of the Neighborhood	
51.	Do You Really Want The Lowest Bidding Temp Agency To Provide Employees For Your Million Dollar Project?	
52.	How Much Is 'Worker Tension' Costing Your Company?	
53.	1,172 Credit Union Specific Forms In Stock ALL The Time. Other Companies, Unexplainably, Have Zero.	
54.	Imagine Me.. Holding An Audience Spellbound For 30 Minutes!	
55.	How To Do Your Christmas Shopping In 5 Minutes	
56.	Protect Yourself From Being BURNED By IT Candidates Who Over-Represent Their Skill Level.	
57.	Men Who 'Know It All' Are Not Invited To Read This Page	
58.	For the Woman Who Is Older Than She Looks	
59.	Check The Kind Of Body You Want	
60.	Play Guitar In 7 Days Or Your Money Back	
61.	Here's A Quick Way To Break Up A Cold	
62.	If You Were Given \$200,000 To Spend, Isn't This The Kind Of (type of product) You Would Build?	
63.	Last Friday...Was I Scared! My Boss Almost Fired Me!	

64.	Former Barber Earns \$8,000 In Four Months As Real Estate Specialist	
65.	A Building Flaw That Can Cost You \$10,000 In Resale Value If You Buy From The Wrong Builder.	
66.	The 10 Habits That Keep People Poor And The 12 That Can Make You Rich	
67.	How To Avoid A Speeding Ticket Without Slowing Down	
68.	Own A Gold MasterCard? A Premier Visa? Not After You Read This, You Won't!	
69.	The Best Color To Paint Your House For Faster Sale	
70.	If Your Pharmacist Goofs, You Could Be Dead. How To Protect Yourself--Takes Just 3 Seconds	
71.	7 Fast Ways To Stop A Headache...Without Drugs	
72.	The Average Hospital Bill Has \$600 In Phony Charges. Take These 10 Defensive Measures, And You Save Way More Than \$600	
73.	5 Overlooked Deductions For Salaried Executives	
74.	The Most Common Tax Mistake (You're Probably Making It Now)	
75.	Mess Up Your Tax Return? Here's 4 Excuses That Work With The IRS... And 3 That Don't	
76.	The 4 Grim Facts Of Life About Lawsuits: Don't Go Into Business Until You Memorize Them	
77.	What To Do For Aging Parents: 4 Options That Beat The Socks Off A Nursing Home... Or Having Them Move In With You	
78.	Save Money By Knowing How Supermarkets Trick You Into Buying Higher Priced Items	
79.	Should You Take It Back To The Photo Shop? How To Tell If The Processor Is To Blame For Your Bad Snapshot	
80.	The Cost Of Producing Quality Corporate Videos Has Fallen By 64% Over The Last Five Years... But Most Video Production Companies Are Still Clinging To And Charging 1992 Prices	
81.	Doctors: Put An Easy \$341,450 In Your Pocket Every 12 Months... Without Doing Anything More Than You're Doing Right Now	
82.	Speed On The Internet: Two Questions That Other Providers Hope You'll Never Ask Them	
83.	How To Cram Eight Hours Of Classroom Computer Training Into One Easy 75-Minute Session...At Your Home Or Office	
84.	Out Of 537 Multi-Tenant Buildings Outside Of Downtown, Only SIX Have Immediate, Large-Block Leasing Capacity	
85.	Innovative Wall Building System Makes Homes "Fly Off The Shelf"	
86.	If You're Renting A Home or Apartment With A Payment As Little As \$550, You Can Qualify For A <u>Brand New</u> Home In Just 6 to 18 Months	
87.	There's 2 Ways To Buy Your Corporate 'ID' Logo Apparel: From Screen Printing Shops, Or From The Source... The Wholesaler	
88.	There's Two "Schools Of Thought" When Dealing With Employee Back Injuries: One Costs You <u>Four Times As Much</u> As The Other...For Inferior Results. Which Do You Prefer?	
89.	There Are 348 Hotels And Extended Stay Residences Within 20 Miles of DFW Airport Where Visiting Executives Could Stay For 2 to 52 Weeks...But Only One of Them Was Specifically <u>Designed and Equipped</u> To Cater To The Unique Needs Of Business People	
90.	Of Course You've Heard Of Laser Vision Correction. But Have You Heard Of AFFORDABLE Laser Vision Correction?	
91.	It Sounds Like Hype But It's True – Webshipper Saves A Bare Minimum Of 25% Off Of The Lowest Rate FedEx Offers – For FedEx Shipping	
92.	The Only Thing We've Left Off (Product) Is The Ridiculous Price	

93.	If You're Planning On Spending \$2,500 On A Diamond Engagement Ring, I'll Send You Home With Either A Ring Worth \$4,100, or \$1,000 Cash Still In Your Pocket	
94.	How Much Should You Pay For A Good Pair Of Binoculars?	
95.	You've Got The Ugliest Kids I've Ever Seen In My Life (That's What They'll Say If You Get Caught Using The Wrong Photographer)	
96.	The Big Hairy Secret That Big-Name Brokerage Houses Don't Want You To Know About Their Mutual Fund Selection Process (Hint: They <u>Don't Have</u> A Process)	
97.	Here's What To Expect From A Facility Designed Specifically For Business Executives (You'd Be Lucky To Have It This Good Back Home.)	
98.	The Three Most Dangerous Words You Could Say To Your Doctor: "You're The Expert."	
99.	Now Buy A Ford F-150 Pickup With The Payment Of A Ranger	
100.	Fly First Class For Only \$245 Per Ticket	