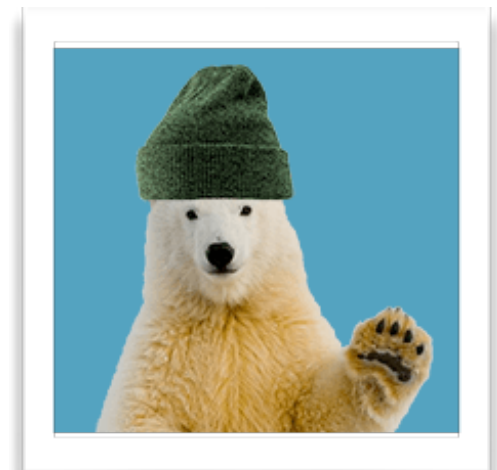


Cheat Sheet: How to Create Clever Headlines using 39 Clickbait Templates Straight Out of the 1950s

These **39 headline templates** using techniques born from advertising gurus in the 1950s will attract readers like never before. They can be used as blog post headlines, email subject lines, or advertisement headlines. **Let's Start.**



1. Spend 2 minutes filling in the 8 angles of your business. This example has been filled in by a pet shop owner.

The 8 Angles of a Business	Pet Shop Example	Your Business
Business	Pet Shop	
Business Owner	Pet Shop Owner	
Customers	Pet Shop Customers	
Product	Flea Powder, Collars etc.	
Service	Pet Grooming	
Opposition	Anti-pet Landlords	
Help/Support	People who Foster Kittens	
Business Colleagues	Humane Society, Dog Walkers, Vets	

2. Spend 2 minutes using your 8 different angles to write a headline using this headline template I've given you.

Headline Template	Pet Shop Example	Your Business
How To Totally Suck at ...	How to Totally Suck at Running a Pet Shop	
	How to Totally Suck at Being a Pet Shop Owner	
	How to Totally Suck at Being a Basset Hound Owner	
	How to Totally Suck at Bathing your Cat	
	How to Totally Suck at Being a Dog Groomer	
	How to Totally Suck at Being a Pet-Friendly Landlord	
	How to Totally Suck at Fostering Kittens	
	How to Totally Suck at Running Your Non-Profit Dog Shelter	

3. Spend 2 minutes creating headlines that are even **more niche** and **more specific**

Headline Template	Pet Shop Example	Your Business
How To Totally Suck at ...	How to Totally Suck at Running a New York Pet Shop	
	How to Totally Suck at Being a Female Pet Shop Owner	
	How to Totally Suck at Owning a Blind Basset Hound	
	How to Totally Suck at Bathing your Devon Rex Cat	
	How to Totally Suck at Being an Inner City Dog Groomer	
	How to Totally Suck at Being a Pet-Friendly Landlord in London	
	How to Totally Suck at Fostering Mother-Less Kittens	
	How to Totally Suck at Running Your No-Kill Dog Shelter	

Congratulations!

You are a genius at creating **at least 16 brilliant** headlines that NAIL your niche from just **1** headline template.

I'll show you **38** more headline templates from the 1950s that will create **304** possible headlines for you!

4. Spend 5 minutes replacing the bold underlined words with your own for your business.

Be creative and let the story come later! Remember, make your headlines specific and niche.

7 Steps to Being the Worst **Pet Shop Owner** on the Planet

How to Totally Suck at **Selling Organic Pet Food**

5 Unacceptable **Doberman Puppy** Behaviours

Own a **Bulldog**? Here's How to Mess Up Your **Dog Training** in 3 Simple Steps

8 Reasons NOT to **Become a Burmese Cat Owner**

Everything I Know About **Running a Pet Shop** I Learned Inside a **London Nightclub**

7 Dog Stories So Ridiculous They'll Make You Want to **Own a Cat!**

Double Your **Rural Pet Store** Income in **5 Weeks!**

7 Idiot Proof Ways to **Wash Strong Dogs!**

Good News, Everyone! I've Just Mastered **Bottle Feeding Kittens**

It's Time to Break Up With Your Bad **Dry Cat Food** Choices

Give Me One Evening and I'll Give You a Better **Pitt Bull**

4 Things I Wish I Knew When I Started Veterinary Nursing School

4 Surprisingly Simple Ways to Simplify Your Husky Training

A Shocking Thing **90%** of **Horse Owners** Do When **Washing their Horse**

What Your **Animal Charity** Doesn't Tell You

The **5** Little Known Secrets to Becoming a Better **Cockatoo Owner**

Puppy Training Tricks so Powerful, they Can Change Your Life!

3 Things Your Local Pet Shop Needs That You've Never Thought Of

The **6 Most Overrated Flea Shampoos for Dogs**

4 Crucial Components for Successful Pet Store Websites

The **10 Dog Walking Commandments**

The Forgotten Art of **Drug Dog Training**

To People Who Want to **Run a Cat Hotel** but Can't Get Started

Who Else Wants a **More Profitable City Pet Shop?**

30 Days to a Fully Trained Magpie!

The **3** Best **Horse Owner** Tips Ever

Strike the Perfect Work and Relaxation Balance as a **Dog Shelter Manager**

Start a **Small Pet Shop** with just **\$1000**

Are You Tired of Other **Equine Veterinarians** Stealing your **Customers?**

Suppose This Happened to **Your Blind Cat...**

How to Get Through Your First Day Of **Professional Dog Walking**

How to Increase Your Income as a **Large Dog Groomer**

A Beginner's Guide to **Pet Shop Ownership** in **Houston**

Your First Week in the **Home Visit Grooming** Business? Here's What to Do

Popular **Doggy Arthritis Treatments** and Their BETTER Alternative

If You Could Do Just One Thing to Promote Your **Dog Hydrotherapy Service**,
What Would It Be?

How to Find the Perfect **Small Dog Sitter**

4 Ways **Barcode Software** Can Help Your **New Pet Shop** Business

...

For More Cheat Sheets to Quickly Help your Teen Business,
go to Aussie Teen Entrepreneurs

