

THE ULTIMATE SOCIAL MEDIA

# SWIPE FILE

STEAL THIS HEADLINE SWIPE FILE TO GET  
MORE CLICKS FROM SOCIAL MEDIA





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# THE ULTIMATE SOCIAL MEDIA SWIPE FILE:

Steal This Headline Swipe File To Get  
More Clicks From Social Media

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**72 HEADLINE  
FORMULAS THAT  
GET MORE  
CLICKS FROM  
SOCIAL MEDIA.**





Here's the trick to funneling traffic off of the social web.

Write better headlines.

Sure, you need to be participating in conversations and engaging with customers, prospects and partners on social media.

But sites like Twitter and Facebook are an endless flow of information snippets, each with the life expectancy of a fruit fly. If your goal is to encourage a click from a social site to a landing page or a piece of content you will need to learn to write status updates that get clicks.



Consider this tweet from HubSpot,



8 words and a link. HubSpot knows that this headline will get clicks to their webinar landing page. It makes a webinar offer with a promise to gain mastery of LinkedIn for marketing. It's a good headline.

In this article, we'll use examples from Twitter for two reasons:

- Twitter status updates have an incredibly short lifespan. If your update doesn't trigger an immediate click, it's usually lost forever.
- Twitter's 140 character count limit puts anyone that understands the fundamentals of good headline writing at an advantage.

That said, mastery of these headline fundamentals will improve much more than your social media marketing.





**HEADLINES ARE  
FUNDAMENTAL  
TO DIGITAL  
MARKETING.**

Writing better headlines will get more clicks from social media, but that's just the beginning.

Understanding the art and science of compelling headlines is a staple of digital marketing. It will improve your results in nearly every aspect of your marketing including,

- Sales Page headlines
- Presentation titles
- Book/Report titles
- Blog Post titles
- In-person sales communications



I could easily go on and on because understanding how to write great headlines is about understanding why people take action.

Why they say “yes.”

And, if you’re in marketing — you are in the business of getting people to say “yes.”

Great headlines usually fall into one of the following categories:

- Social Proof (Piggyback)
- Threat
- Gain

Let’s address these one at a time and at the end of this article you can download our headline swipe file. This swipe file is filled with proven formulas that will get you more clicks from Twitter and more action from all aspects of your digital marketing.

**SOCIAL PROOF  
(PIGGYBACK)  
HEADLINES.**



Smart marketing almost always incorporates social proof, the propensity for people to make choices based on the choices that other people make.

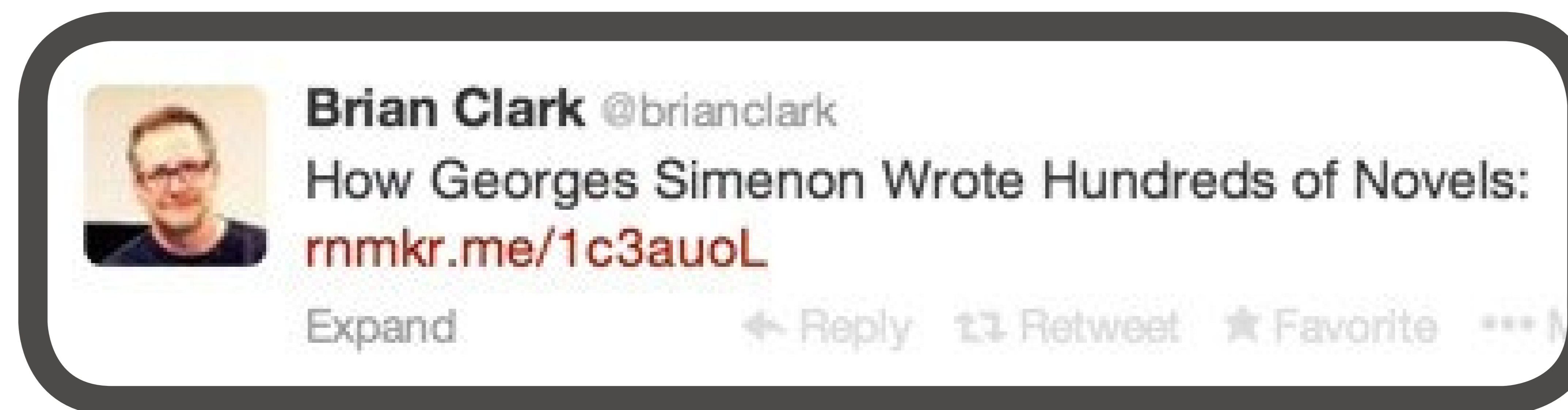
The more people making that choice and the more influential those people are, the more influential the social proof.

Consider these headlines,

- Why 1000's of Bostonians Will Gather in Boston Common on December 8th
- What Dr. Oz Eats for a Midnight Snack
- The New WordPress eCommerce Plug-In Everyone is Talking About

The 1st and 3rd headlines are common social proof headlines while the 2nd is a Piggyback headline. The headline piggybacks off of the popularity of Dr. Oz.

Consider this tweet containing a piggyback headline from Brian Clark at [Copyblogger](#).







# **THREAT HEADLINES.**

Often, people will be more motivated to take action to avoid pain than gain a benefit.

Well crafted threat headlines, like the following, incorporate the promise that you'll be able to protect yourself from a threat if you take action.

- The Big Lie Hiding in your Apartment Rental Contract
- Warning: Don't Buy Another Ounce of Dog Food Until you Read This
- Is Your Child's Mattress Harmful to their Health?

Take a look at this tweet from Jon Morrow. Those in the digital marketing industry will want to know how to stay in Google's good graces.







**GAIN  
HEADLINES.**

The easiest way to craft a headline is to simply state the benefit and make a promise that, if the person takes action, they will gain this benefit.

- Who Wants Quiet, Well-Behaved Kids?
- Give Me 10 Minutes and You'll Be a Master at Tuning Your Guitar
- If You Can Boil Water You Can Make These 10 Delicious Tapas Recipes

This tweet from [KISSMetrics](#) makes a simple promise that you will gain knowledge about getting sign-ups without a marketing budget.







**3 SIMPLE WAYS  
TO IMPROVE  
YOUR HEADLINES.**

You've got an understanding of the headline categories and the traffic you are getting from social media will increase exponentially if you apply these principles.

Here are three other ways you can improve your ability to drive action from your headlines.

### **1 – Add the words “how to”**

This is a common mistake and it's easy to correct.

Often I see tweets and other headlines that are statements.

Remember that a good headline or tweet contains a promise that, if you click, the promise will be fulfilled.

In many cases, adding the words HOW TO to an existing headline will be a dramatic improvement which can turn a statement into a promise.



For example, here is a fantastic how-to tweet from a start-up software company called [Bidsketch](#),



Remove the HOW TO from the tweet and it reads,

*Apply the 80/20 Principle to Your Freelance Business [LINK]*

This headline doesn't make a promise, it makes a statement. Add the words HOW TO and you've got a promise, and a good headline.

## **2 – Communicate time**

One of the questions people will have when they read your headline is — *how long will it take to fulfill the promise in the headline?*

One way to improve your click through rate is to communicate some aspect of time in your headlines.

Take a look at this tweet from Hiten Shah,



Based on this headline, I don't think this is going to be a quick read. If I don't have the time, I'm unlikely to click on this link. On the other hand, if I'm looking for a thorough exploration of this subject, I'm going to click and get settled in for a lengthy piece of content.

Notice how different this tweet would communicate the aspect of time,

*A Single, Simple Trend That Will Dominate America's Future [LINK]*

This tweet gives me the sense that this will be a short, concise piece of content that I can consume in a few minutes.

### 3 – Add fascination

Adding a layer of fascination to your tweets and other headlines can lead to huge increases in engagement.

The key is to tie a gain or threat to something that is seemingly unrelated. These headlines make a promise but also tease the reader with curiosity.

Here's a great example from Jon Morrow, Here's a great example from Jon Morrow,





Jon makes a relevant, traditional promise: boost conversion rate on a budget. But the addition of MacGyver to the headline adds a layer of fascination.

[Unbounce](#) applies the same fascination formula to this tweet,





**HOW TO USE THE  
HEADLINE  
SWIPE FILE.**

One way to use these headline formulas is to simply copy and paste them verbatim, filling in the blanks to match your circumstances.

That's ok if you're just getting started. But a better and more powerful way is to print them and then study them. Read through each one, pausing to consider why the headline works.

When you do this you will begin to truly synthesize the fundamentals of writing great headlines. If you do this, you will find yourself accessing the swipe file less and less for inspiration.

Also, make it a part of your process to copy and paste good headlines into your swipe file. You'll start to build up a headline swipe file full of inspiration for the next time you need a jumpstart writing a social media update, blog post title or sales letter headline.

Become a student of great headline formulas and all aspects of your digital marketing, including social media marketing, will improve.





# **SOCIAL PROOF HEADLINES.**

- Here is a Method That is Helping [world class example] to [blank]
- [blank] Hacking With [world class example]
- Savvy|Smart|Sexy People Do XYZ
- Why I [blank] (And Maybe You Should Too)
- [Do something] like [world-class example]
- The [desired result] That [world class example] Is Talking About
- Join [impressive number] of Your Peers that [take desired action]
- [desired result] Like A [desired group or person]
- How [impressive number] Got [desired result] in [time period]
- Like [world class example] You Can [desired result]
- [world class example] Reveals Ways To [desired result]

Why [impressive number] of People are [taking desired action]

- A Simple Way To [desired result] That Works For [desired group/person]
- How to [desired result] Like [world class example]



# **THREAT HEADLINES.**



- Do You Recognize the [number] Early Warning Signs of [blank]?
- If You Don't [blank] Now, You'll Hate Yourself Later
- I've Lied to You for [time period] Now
- The Biggest Lie In [your industry]
- X Shocking Mistakes Killing Your [blank]
- Don't Try [blank] Without [desired action] First
- [blank] May Be Dangerous To [something precious]
- [blank] May Be Causing You To Lose Out On [desired result]
- At Last, The Secret To [desired result] Is Revealed
- The [blank] Risk Hiding In Your [blank]
- Why you shouldn't [do what I desire them to do]
- Why [blank] Fails and [blank] Succeeds
- Do Not Try Another [blank] Until You [take desired action]
- The Ugly Truth About [blank]
- What Your [blank] Won't Tell You And How It Can Save You [blank]
- What Everybody Ought to Know About [blank]
- Your [blank] Doesn't Want You To Read This [blank]
- The Sooner You Know [blank] The Better



**GAIN  
HEADLINES.**

- Where [desired result] Is And How To Get It
- Discover The [desired result] Secret
- [blank] Your Way To A [desired result] You
- To People That Want To [desired result] But Can't Get Started
- You, a [desired result]
- Stop [undesired result]
- You Too Can [desired result] in [time period] with [blank]
- How To Become [desired result] When You [something challenging]
- There's Big [desired result] In [blank]
- You Don't Have to Be [something challenging] to be [desired result]
- Little Known Ways to [blank]
- How to turn [blank] into [desired result]
- How To Build a [blank] You Can Be Proud Of



- Get [desired result] Without [undesired result]
- Get Rid of [problem] Once and For All
- Improve/Increase Your [desired result] In [time period]
- Imagine [desired result] And Loving Every Minute Of It
- Here's a Quick Way to [solve a problem]
- Get [desired result] Without Losing [blank]
- The Lazy [blank's] Way to [desired result]
- How To Make People Line Up And Beg To [blank]
- How To Get [desired result] Out Of [blank]
- How To [desired result] When You're Not [blank]
- No [undesired result] Just [desired result] Everyday
- Never Suffer From [undesired result] Again
- The Quickest & Easiest Way To [desired result]
- If You Can [blank] You Can [desired result]
- How You Can [desired result] Almost Instantly

- Where [desired result] Is And How To Get It
- Discover The [desired result] Secret
- [blank] Your Way To A [desired result] You
- To People That Want To [desired result] But Can't Get Started
- You, a [desired result]
- Stop [undesired result]
- You Too Can [desired result] in [time period] with [blank]
- How To Become [desired result] When You [something challenging]
- There's Big [desired result] In [blank]
- You Don't Have to Be [something challenging] to be [desired result]
- Little Known Ways to [blank]
- How to turn [blank] into [desired result]
- How To Build a [blank] You Can Be Proud Of
- Get [desired result] Without [undesired result]

- Get Rid of [problem] Once and For All
- Improve/Increase Your [desired result] In [time period]
- Imagine [desired result] And Loving Every Minute Of It
- Here's a Quick Way to [solve a problem]
- Get [desired result] Without Losing [blank]
- The Lazy [blank's] Way to [desired result]
- How To Make People Line Up And Beg To [blank]
- How To Get [desired result] Out Of [blank]
- How To [desired result] When You're Not [blank]
- No [undesired result] Just [desired result] Everyday
- Never Suffer From [undesired result] Again
- The Quickest & Easiest Way To [desired result]
- If You Can [blank] You Can [desired result]
- How You Can [desired result] Almost Instantly
- How To Become [desired result] When You  
[something challenging]



- How To Use [blank] To [desired result]
- How To Turn Your [blank] Into [desired result]
- See How Easily You Can [desirable result]
- Now You Can Have [something desirable] Without [something challenging]
- How To Take The Headache Out Of [blank]
- X Questions Answered About [blank]
- Give Me [short time period] and I'll Give You [desired result]
- Answered: Your Most Burning Questions About [blank]
- Take X minutes to get started with [blank]... you'll be happy you did!
- Who Else Wants [desired result]?
- How to fast-track your [desirable result]
- How [impressive number] Got [desired result] Without [undesired result]

# CONCLUSION.

The competition for attention on social media is fierce...

This swipe file is your weapon in the battle for clicks on social channels like Twitter, Facebook and LinkedIn.

Print this swipe file and keep it next to your work station.

Access it when you are in need of headline inspiration and watch your social media traffic soar.

