

# Powerhouse Headlines that Every Blogger Needs to Use – Now

## 38 Awesome Examples from Bob Bly, “America’s Top Copywriter”

In a blog post, I introduced you to Bob Bly’s ultra-successful [direct marketing approach to writing headlines](#) and their four marketing tasks. At that link you will learn how Bob Bly teaches us how to write headlines to accomplish those tasks and write award-worthy titles and headers for articles and blog posts.

In this article, I simply want to give you Bob’s list of **38 powerhouse headline examples** that you can adapt to *grab your readers’ attention and draw them in* to your copy. Keep this on your desk and use it when you write! Here’s the amazing list:

**1. Ask a question in the headline.**

“What Do Japanese Managers Have That American Managers Sometimes Lack?”

**2. Tie-in to current events.**

“Stay One Step Ahead of the Stock Market Just Like Martha Stewart – But Without Her Legal Liability!”

**3. Create a new terminology.**

“New ‘Polarized Oil’ Magnetically Adheres to Wear Parts in Machine Tools, Making Them Last Up to 6 Times Longer.”

**4. Give news using the words “new,” “introduction,” or “announcing.”**

“Announcing a Painless Cut in Defense Spending.”

**5. Give the reader a command – tell him to do something.**

“Try Burning This Coupon.”

**6. Use numbers and statistics.**

“Who Ever Heard of 17,000 Blooms from a Single Plant?”

**7. Promise the reader useful information.**

“How to Avoid the Biggest Mistake You Can Make in Building or Buying a Home.”

**8. Highlight your offer.**

“You Can Now Subscribe to the Best New Books – Just as You Do to a Magazine.”

**9. Tell a story.**

“They Laughed When I Sat Down at the Piano ... But When I Started to Play.”

**10. Make a recommendation.**

“The 5 Tech Stocks You Must Own NOW.”

**11. State a benefit.**

“Managing UNIX Data Centers – Once Difficult, Now Easy.”

**12. Make a comparison.**

“How to Solve Your Emissions Problems – at Half the Energy Cost of Conventional Venturi Scrubbers.”

**13. Use words that help the reader visualize.**

“Why Some Foods ‘Explode’ In Your Stomach.”

**14. Use a testimonial.**

“After Over Half a Million Miles in the Air Using AVBLEND, We’ve Had No Premature Camshaft Failures.”

**15. Offer a free special report, catalog, or booklet.**

“New FREE Special Report Reveals Little-Known Strategy Millionaires Use to Keep Wealth in Their Hands – and Out of Uncle Sam’s.”

**16. State the selling proposition directly and plainly.**

“Surgical Tables Rebuilt – Free Loaners Available.”

**17. Arouse reader curiosity.**

“The One Internet Stock You MUST Own Now. Hint: It’s NOT What You Think!”

**18. Promise to reveal a secret.**

“Unlock Wall Street’s Secret Logic.”

**19. Be specific.**

“At 60 Miles an Hour, the Loudest Noise in This New Rolls Royce Comes from the Electric Clock.”

**20. Target a particular type of reader.**

“We’re Looking for People to Write Children’s Books.”

**21. Add a time element.**

“Instant Incorporation While U-Wait.”

(...continued)

**22. Stress cost savings, discounts, or value.**

“Now You Can Get \$2,177 Worth of Expensive Stock Market Newsletters for the Incredible Price of Just \$69!”

**23. Give the reader good news.**

“You’re Never Too Old to Hear Better.”

**24. Offer an alternative to other products and services.**

“No Time for Yale – Took College At Home.”

**25. Issue a challenge.**

“Will Your Scalp Stand the Fingernail Test?”

**26. Stress your guarantee.**

“Develop Software Applications Up to 6 Times Faster or Your Money Back.”

**27. State the price.**

“Link 8 PCs to Your Mainframe – Only \$2,395.”

**28. Set up a seeming contradiction.**

“Profit from ‘Insider Trading’ – 100% Legal!”

**29. Offer an exclusive the reader can’t get elsewhere.**

“Earn 500+% Gains With Little-Known ‘Trader’s Secret Weapon.’”

**30. Address the reader’s concern.**

“Why Most Small Businesses Fail -- and What You Can Do About It.”

**31. “As Crazy as It Sounds...”**

“Crazy as it Sounds, Shares of This Tiny R&D Company, Selling for \$2 Today, Could be Worth as Much as \$100 in the Not-Too-Distant Future.”

**32. Make a big promise.**

“Slice 20 Years Off Your Age!”

**33. Show ROI (return on investment) for purchase of your product.**

“Hiring the Wrong Person Costs You Three Times Their Annual Salary.”

**34. Use a “reasons-why” headline.**

“7 Reasons Why Production Houses Nationwide Prefer Unilux Strobe Lighting When Shooting Important TV Commercials.”

**35. Answer important questions about your product or service.**

“7 Questions to Ask Before You Hire a Collection Agency ... And One Good Answer to Each.”

**36. Stress the value of your premiums.**

“Yours Free – Order Now and Receive \$280 in Free Gifts with Your Paid Subscription.”

**37. Help the reader achieve a goal.**

“Now You Can Create a Breakthrough Marketing Plan Within the Next 30 Days ... for FREE!”

**38. Make a seemingly contradictory statement or promise.**

“Cool Any Room in Your House Fast – Without Air Conditioning!”

**Can you tell which one I used in this post?**

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**About Bob Bly:**

Robert W. Bly is a freelance copywriter and the author of more than 70 books including *The Complete Idiot’s Guide to Direct Marketing* (Alpha). His Website is [www.bly.com](http://www.bly.com).

**About the Curator:**

[Lisa Chapman](#) helps company leaders define, plan and achieve their goals, both online and offline. After 25+ years as an entrepreneur, she is now a [business and marketing consultant](#), [business planning consultant](#) and [social media consultant](#). Online, she works with clients to establish and enhance their online brand, attract their target market, engage them in meaningful social media conversations, and convert online traffic into revenues. Email: Lisa (at) LisaChapman (dot) com. Her book, *The WebPowered Entrepreneur - A Step-by-Step Guide* is available at:

- [Amazon.com](#)
- [Barnes & Noble](#)