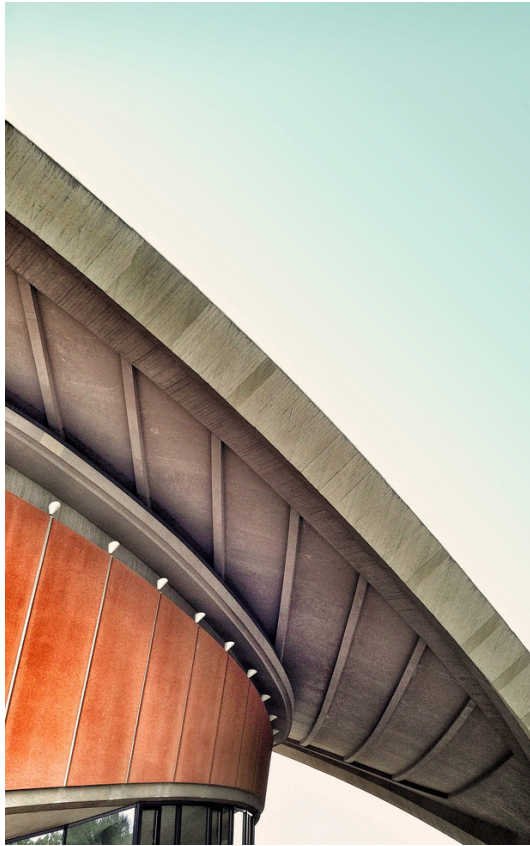




51 HEADLINE FORMULAS FOR HIGH-CONVERTING B2B ADS

BOOST YOUR CLICK THRU RATES (CTR) BY TESTING THESE AD HEADLINES

We're [Digitopia](#), the premium inbound marketing agency that helps growing and impactful B2B companies learn, plan, and implement The Digital Utopia Methodology™.



YOUR ADS DON'T CONVERT BECAUSE...YOUR HEADLINES SUCK

Sorry, but it's true.

You don't *decide* to click—you're *compelled* to click. It's not a logical decision. If logic was behind clicking you'd talk yourself out of every ad. Because you *know* better.

In fact, this is exactly what you (and your target buyers) do most of the time; ignore every ad...until you don't.

So, what was it that made you click that one time?

Well, you clicked because:

...*something* struck you emotionally.

...*something* grabbed the very core of your being.

...*something* made you feel like it was speaking directly to you.

You didn't WANT to click. You HAD to click. You had to know what revolutionary secret lay in wait behind that digital curtain.

And, what exactly was that *something*?

It was an emotionally-aligned, well-tested headline.

SO, HOW DO YOU WRITE BETTER HEADLINES?

Long-term — Commit to learning more about the psychology behind buying and decision-making.

Right now — Just use the 51 proven formulas we have here on the next few pages, and (most importantly) test, test, test!

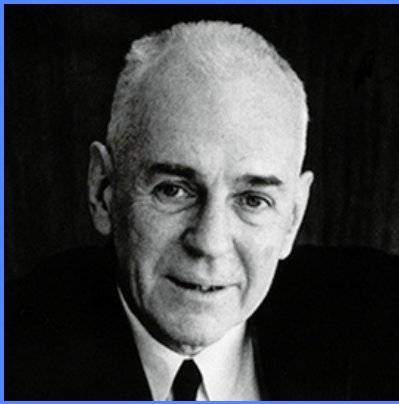


	Style	Formula	Example
1	The How To Headline	How to [Achieve a Desired Outcome]	How to Set Up a VPN Network the Right Way
2	The Ultimate List Headline	[Large Number] Ways to [Achieve an Outcome]	28 Ways to Keep Your Company Files Safe with VPN
3	The Ultimate Guide Headline	The Ultimate Guide to [Achieve a Desired Outcome]	The Ultimate Guide to Setting Up Your VPN
4	The Fearmonger Headline	Warning! Are You [Something Undesirable]?	Warning! Your Employees Are Making Company Files Vulnerable by Not Using Your VPN
5	The Rally Cry Headline	Let's Stop [A Call to Arms]	Let's Stop Wasting Time With VPNs!
6	The Proven Methods Headline	[Number] Proven [Actions/Ways] to [Achieve Desired Result]	18 Proven Techniques to Keep Your Company Files Private and Safe
7	The Mistakes Headline	[Number] Mistakes Most People Make When/With [Common Action]	11 Mistakes Every Company Is Making With Their Network Security
8	The Secrets Headline	[Number] Secrets to [Achieve Desired Outcome]	7 Secrets to Setting Up A Hybrid Work Environment for Your Employees
9	The Outrageous Headline	Why [Outrageous/Controversial Claim]	Why VPNs Are Actually Evil
10	The Lessons Learned Headline	[Number] Lessons I Learned When/From [Experience]	7 Lessons I Learned When My Company's File Server Got Hacked
11	The Social Proof Headline	The [Object] Over [Social Proof] Use To [Desired Outcome]	The Tool Over 283,000 Companies Use to Keep Their Company Files Secure
12	The Testimonial Headline	How [Company] Got [Result] In [Timeframe]	How ACME Corp. Made \$163,633.50 Sales In 30 Days
13	The Objection Preemptive Headline	[No/Yes], You [Pre-Empt Objection] to [Achieve Desired Result]	No, You Don't Have to Use VPN to Keep Your Company Secure
14	The Question Headline	Are You [Provocative Question]?	Are You Still Using Archaic VPN at Your Company?
15	The See What Happened Headline	[Person] Did [Unusual Action] [Timeframe]. Here's What Happened	Acme Corp Ditched VPN for 30 Straight Days. Here's What Happened
16	The How/Result Headline	How [A Seemingly Inconsequential Action] Can Lead To [Undesirable Result]	How Replacing Your VPN Can Lead to More Secure Connections at Your Company
17	The Celebrity Headline	How to [Achieve Desired Outcome] Like [Celebrity]	How to Secure Your Organization Like the White House

Book time with a PPC expert [HERE](#). It's free! »

	Style	Formula	Example
18	The How To Without Headline	How To [Desired Outcome] (Without [Unpleasant Action])	How To Ditch VPN (Without Giving Up Security)
19	The Silver Platter Headline	[Number or How to] Simple/Easy Ways to [Desired Outcome]	14 Easy Ways to Secure Your Company's Intellectual Property
20	The Analysis Headline	We Analyzed [Number] [Thing You Analyzed]] (And This Is What We Learned)	We Analyzed 100 Company's IT Networks (And This Is What We Learned)
21	The Tutorial Headline	A [Power Word] Tutorial to [Achieve Desired Outcome]	A Comprehensive Tutorial to Set up a VPN
22	The Hacks Headline	[Number] Hacks to [Achieve Desired Outcome]	25 Hacks to Make Your Organization More Secure
23	The Explainer Headline	Why [Thing] Makes You [Outcome]	Why VPN Makes You Crazy
24	The Steps To Result Headline	[Number] Steps To [Achieve Desired Outcome]	4 Simple Steps To Making Your Organization More Secure
25	The WTF Headline	[Person] And His/Her [Object] Doing [Odd Or Funny Activity]	Jeff Bezos and His Laptop Connecting to the Office from the Top of Mount Everest
26	The Quiz Headline	Quiz: Which [Topic] Are You?	Quiz: Which Computer (Mac or PC) Are You?
27	The Hot Button Headline	People Called This [Person] An [Controversial Title] After He/She [Controversial Activity]	People Called This CEO a "Lunatic" After She Fired Her Entire IT Team
28	The Fortune Teller Headline	You Won't Be Able To [Claim] Until You [Action]	You Won't Be Able to Sleep At Night Until You Properly Secure Your Company's IP
29	The News Headline	Breaking: [Story]	Breaking: New Hardware Allows You to Host 360° Zoom Meetings
30	The Command Headline	Stop [Strong Command]	Stop Leaking Sensitive Company Data
31	The Reasons Headline	[Number] Reasons You're [Outcome]	16 Reasons You're Employees Won't Use Your VPN When Working From Home
32	The Imagination Headline	Imagine [Desired Outcome]	Imagine Never Having to Log in to VPN Again
33	The Little Known Methods Headline	[Number] Little-Known Ways To [Desired Outcome]	13 Little-Known Settings to Make Gmail More Secure
34	The Ignorance Avoidance Headline	What You Should Know About [Topic]	What You Should Know About Your Hybrid Network

	Style	Formula	Example
35	The Snackable Headline	You/Your [3 Words or Fewer Summarizing Topic]	Your IT Security Sucks
36	The Pattern Interruption Headline	How [Claim That Goes Against What Most People Think Is True]	How VPN Can Cost You Millions
37	The Solutions Headline	Why [Problem] (And What To Do About It)	Why You're Losing Important Company Files on Your Server (And What To Do About It)
38	The Expert Roundup Headline	[Number] [Expert] Share Their [Topic]	14 IT Directors Share Their Favorite Server Hardware
39	The Reminder Headline	Reminder: [Claim or Truth]	Reminder: Your Employees Don't Care About Keeping Your Company Files Secure
40	The Comparison Headline	Are You More Like [X] or [Y]?	Are You More Like Manager or a Director?
41	The Trivia Headline	Can You Find The Problem With This [Object]	Can You Find The Problem With This Server Rack?
42	The Front-Loaded Keyword Headline	[Keyword]: How To [Long Tail Keyword]	Healthy Networks 101: How To Keep Company Network Secure
43	The Promise Headline	We Can Help You [Promise] By [Result]	We Can Help You Keep Your Email Communication 99.9% Secure All the Time
44	The Results Headline	How We Did [Desired Result] In [Timeframe]	How 35 IT Directors Recovered Their Lost, Sensitive Files in Just 3 Days
45	The Teaser Headline	These [Number] [Thing] Could Help You [Desired Outcome]	These 6 Softwares Could Help You Boost Employee Productivity Overnight
46	The Sidenote Headline	[Number] Lessons Learned From [Company/Person] (#[Number] Is [Teaser])	7 Lessons We Learned from Elon Musk (#2 is Our Favorite)
47	The Branded Headline	[Headline Formula] (A [Unique Branding] Guide)	134 Ways To Increase Network Security In the 2020s (A Server Fram-Sized Guide)
48	The Urgency Headline	[Action] NOW!	Fix Your IT Security NOW!
49	The Target Audience Headline	[Target Audience]! Are You [Undesirable Outcome]?	IT Directors! Are You Opening Up Security Holes in Your Network?
50	The Bold Statement Headline	[Bold Statement]: What We Learned [Data-Backed Evidence]	In-house Servers Aren't Dead: What We Learned Comparing Them to the Cloue
51	The Curiosity Headline	You Probably [Vague Statement to Trigger Curiosity]	You Probably Won't Read This



ACCORDING TO JOHN

"Remember that the reader's attention is yours for only a single instant. They will not use up their valuable time trying to figure out what you mean."

John Caples wrote some of the highest converting ads in advertising history when he worked for BBDO many years ago. After relentlessly testing headline after headline, here is what he summed up as the ***5 rules for Writing Headlines...***

1. Self Interest

First and foremost, try to get self-interest into every headline you write. Make your headlines suggest to the readers that there is something they want. This rule is so fundamental that it would seem obvious. Yet the rule is violated every day by scores of writers.

2. News

If you have news, such as a new product (or, a new use of an old product) be sure to get that news into your headline in a big way.

3. Curiosity

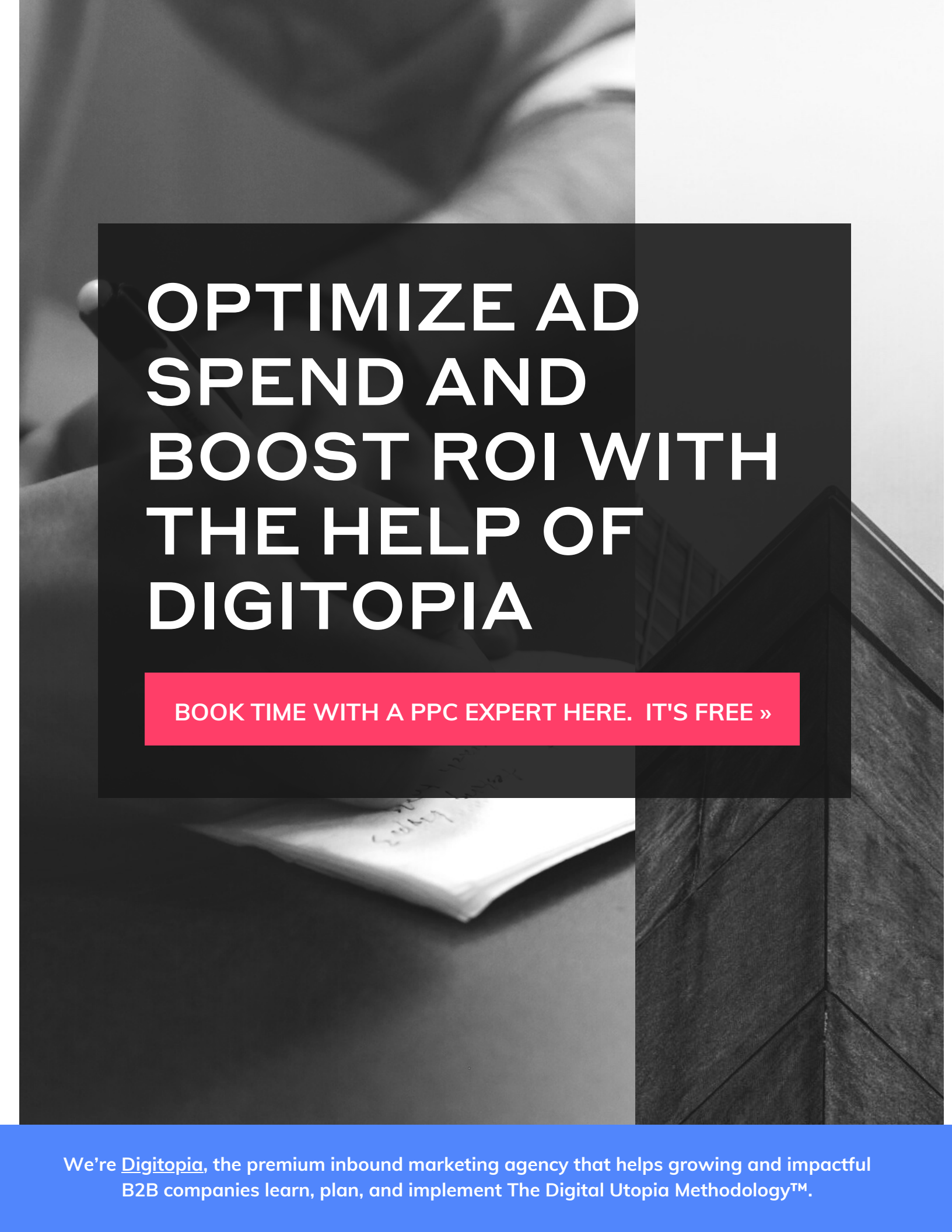
Curiosity combined with news or self-interest is an excellent aid to the pulling power of your headline — but curiosity by itself is seldom enough. This fundamental rule is violated more often than any other. Every issue of every magazine and newspaper contains advertising headlines that attempt to sell the reader through curiosity alone.

4. Take the Positive Angle

Avoid, when possible, headlines that paint the gloomy or negative side of the picture. Take the cheerful, positive angle.

5. The Quick and Easy Way

Try to suggest in your headline that here is a quick and easy way for the readers to get something they want. But make it believable. "Lose 20lbs in Just 3 Days" is not believable.



OPTIMIZE AD SPEND AND BOOST ROI WITH THE HELP OF DIGITOPIA

BOOK TIME WITH A PPC EXPERT HERE. IT'S FREE »

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