

130+ Proven Opt-in Headlines Ideas

Useful Headlines

Useful headlines are the most common of all the opt-in headline types. That's because they convert like crazy! Use these examples to show users why your lead magnet will save them time, money, and/or effort.

1. Toolkit for [desired result/audience]
2. X Easy Ways to [desired result]
3. The [blank] Cheat Sheet
4. The Essential X: Top [things] that Every [audience] Needs
5. X-Point Checklist for [blank]
6. Here is a Method that is Helping [audience] to [desired result]
7. X Best [things/tools/resources] for [desired result]
8. X Best [things] We Saw in [year]
9. X [things/tools/resources] to [action]
10. [desired resource] Delivered [frequency] to Your Inbox
11. The [topic] Inspiration eBook
12. X [topic] Tricks I Wish I'd Known at [age]
13. X Staple [things] You Should Know How to [make/do]
14. Free Guide: [topic] Tips and Tricks
15. X Free [topic] [plans/templates/etc.]
16. X Clever [topic] Tricks that Every [audience] Should Know
17. X [topic] Hacks that Will Totally Change the Way You [common activity]

18. Checklist: X Daily Habits that Will [desired result]
19. Monthly [topic] Calendar
20. [topic] Cheat Sheet: Where to Get the Best Deals on [needed items]
21. [activity] Schedule: The [topic] Checklist You Need
22. When to [blank]: a [monthly/weekly/daily] Guide
23. The Ultimate [year] [topic] Trends Guide
24. All the best [things]. All in one place.
25. X [things] Better than [other things]
26. X [topic] Templates
27. 5-Minute [things]
28. The Ultimate [topic] [swipe file/blueprint/etc.]
29. Sample [thing they need to make]
30. X [topic] Scripts You Can Steal
31. Printable [topic] List
32. X Journal Prompts to [desired result]
33. The [blank] Calculator
34. [blank] Generator
35. Free [topic] Spreadsheet
36. XX Low-Budget [things] You Could Do With [ordinary item(s)]
37. X Ways to Upgrade Your [thing] on a Budget
38. How to Create a Dream [thing] on a Budget
39. [desired action] Faster
40. Best of [blank]

Result Headlines

Having a clear end result is really important because that's what actually motivates people to take action. Use these opt-in headline examples to focus on a specific end-result that the user will get from your lead magnet...

41. How to [desired result]
42. How to [desired skill] Like a Pro
43. How to [desired skill] Like an [esteemed person]
44. How to [desired result] for [audience]
45. How to Get X [blank]
46. Learn How to Get [desired result]
47. Want to [desired result]?
48. X [topic] Tips That'll Get You [desired result]
49. Looking for [desired thing(s)]?
50. XX [things] That'll Make You [blank]
51. [double/triple] Your [desired result] with [topic]
52. [double/triple] Your [desired thing] in X [days/weeks]
53. Imagine [desired result]
54. Ready to Start [desired action/result]?
55. [huge desired result]? Yes, it's possible.
56. X-Day [desired result] Challenge
57. Do You Know How to [desired result]?
58. For People on the Verge of [blank]

Proof Headlines

Not sure your visitors believe that you can really deliver on your promised result? Use a proof headline. These opt-in headline examples prove—either by your own results, testimonials, case studies, or social proof—that your lead magnet can really help...

59. X Proven [ways/steps/techniques] to [desired result]
60. We Analyzed XXX,XXX [things] (And This is What We Learned)
61. The Tool Over X [people] Use to [desired result]
62. I [activity] Every Day for X Months. Here's What Happened
63. How We [desired result] in X Weeks
64. X Lessons We Learned from [blank]
65. Are you in? XX,XXX others already receive [newsletter/lead magnet]
66. Top XX Most Popular [things/tools]
67. How [thing] Transformed my [life/business/etc.]
68. Case Study: [desired result]

Curiosity Headlines

Often, the most irresistible headlines are the ones that entice curiosity, and your opt-in copy is no exception. Use one of the headline formulas below to make your visitor so curious that they simply can't resist entering their email and seeing what's on the other side!

69. X Secrets to [desired result]

70. Revealed: [desired result]

71. X Little-Known Ways to [desired result]

72. X Ways to [desired result] (You Won't Believe #X!)

73. Are You Still [blank]?

74. How [common thing] Can Lead to [negative result]

75. These X [things] Could Help You [desired results]

76. [common thing/activity] is Kinda Worthless

77. X Surprising Ways to [desired result]

78. [blank] that You've Never Heard Of

79. X [topic] Tricks You Never Knew of (But Wish You Had Sooner!)

80. X Things You Should Know About Your [thing]

81. No, You Don't Have to [undesirable action] to [desired result]

82. How We [negative result] (and How We [desired result])

83. Exclusive Behind the Scenes: How We [desired result]

84. My Monthly Income Report: [month/year]

85. [year] [topic] Predictions

Educational Headlines

Want to become known as the go-to authority in your industry? Using a really high-value, educational lead magnet is a smart way to do that. Combine your educational lead magnet with the email opt-in wording below to win over your visitors, and earn their trust...

86. [topic] 101: How To [desired result]
87. The [audience's] Bible
88. The Definitive Guide to [topic]
89. The Ultimate Guide to [topic]
90. A Comprehensive Tutorial to [desired result]
91. What Makes a Great [blank]?
92. Do You Really Need [thing]? Here's How to Tell
93. [topic]: What You Absolutely Need to Know
94. Blueprint for [desired result]
95. Which is Best: [thing 1] or [thing 2]?

Problem Solving Headlines

Hopefully, you already know the pain points that keep your ideal customers lying awake at night. If your lead magnet solves one of those problems, make sure to hit that emotional trigger in your opt-in headline!

Use the problem solving email opt-in verbiage below to speak to your market's real needs...

96. How to [solve a problem]
97. How to [desired result] Without [undesirable action]
98. How to [desired result] When [problem]
99. X Ways to [desired result] When You're [problem]
100. X [topic] Tips that Will Survive [problem]
101. [pain point]: X Tools to [desired result]
102. X Reasons You're [problem]
103. Why You're Not [desired result] (And What to Do About It)
104. Fix Your [problem] NOW
105. Stop [problem]!
106. We Can Help You [blank]
107. Do You Know How to [solve problem]?
108. Never [problem] Again

Fear Headlines

When used occasionally, triggering fear can push your visitors to take action. Use the opt-in language formulas below to get your visitor's moving!

Note: Just make sure that your lead magnet also solves the cause of the fear. Never leave the subscriber hanging without giving them some sort of a win.

109. Warning! Are You [blank]?

110. X Mistakes Most People Make When [activity]

111. [audience]! Are You [missing opportunity]?

112. X [topic] Mistakes that Are [negative result]

113. What is a Good [blank] (and Do I Need to Worry?)

Entertaining Headlines

Is your lead magnet simply fun or entertaining? That's great– those lead magnets work really well too!

Check out these great opt-in copy examples for entertaining lead magnets...

114. Quiz: What Kind of [type of person] Are You?

115. Quiz: Can You Pass this [topic] Challenge?

116. Quiz: Find Your Perfect [blank]

117. The Biggest [topic] Giveaway Ever!

118. [brand] [appealing topic] Sweepstakes

119. The [audience's] Manifesto

120. XXX [adjective] Quotes that will [desired result]

121. Free [blank] Membership

122. Free Access: The [blank] Community

123. Enter the [blank] Contest

124. The Best X-[minutes/hours] You'll Spend [timeframe]

125. XX Pictures to [blank]

Bottom-of-Funnel Headlines

Don't forget your visitors at the bottom of the funnel: people who visit your site with the intention of buying. You sure wouldn't want to lose a lead who was that close to becoming a customer.

Capture bottom-of-funnel leads before they abandon your site with one of these opt-in headline formulas...

126. [unique value proposition] (Try it Free)

127. Request Your Free [sample] Now

128. X% off [product]

129. Need Help [desired result]? Get a Free Consultation

130. Did You [blank] Yet? Get a Quote

131. Request Your [blank] Catalog Today!

132. [brand/product] Guide

133. [product] Review

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