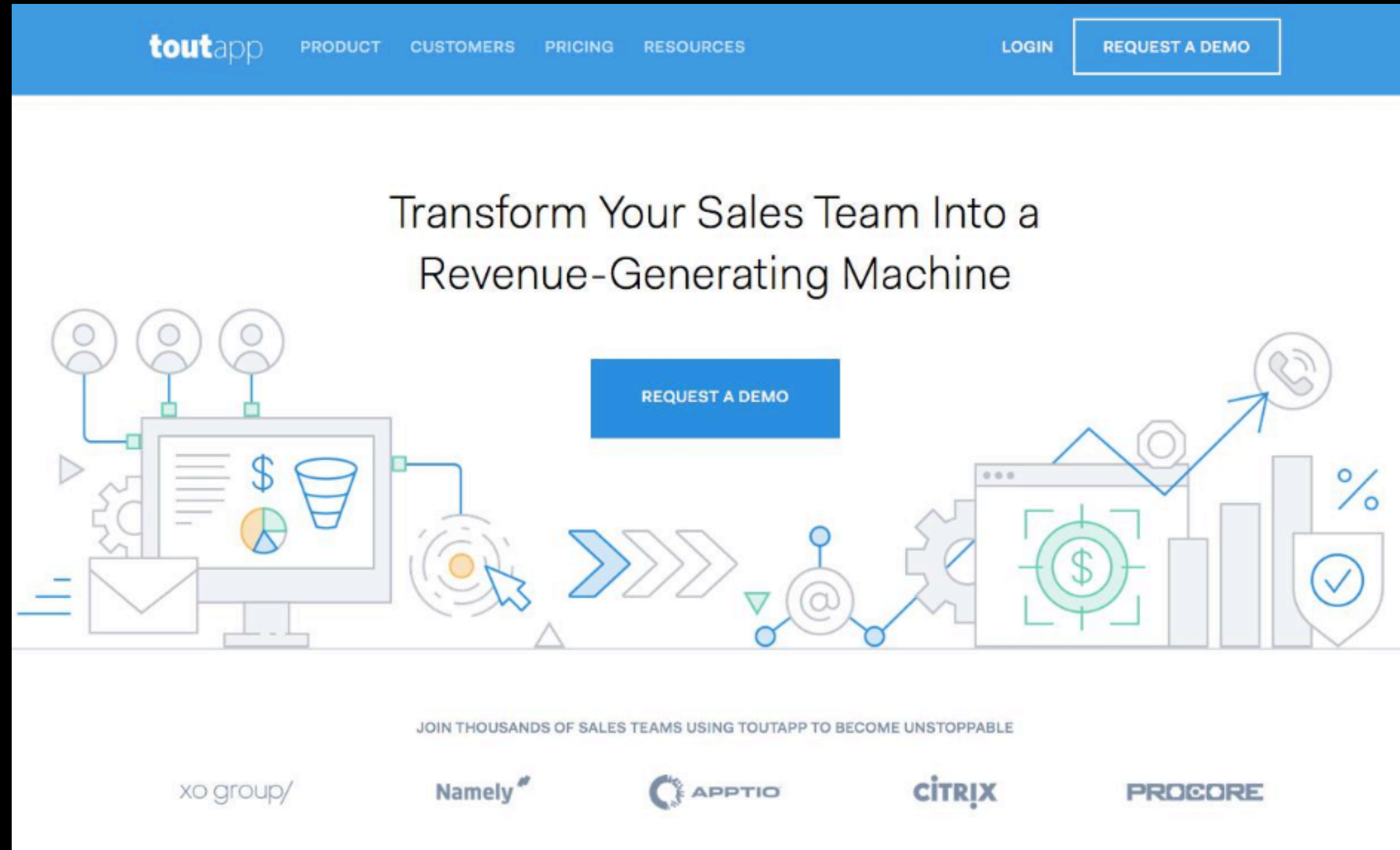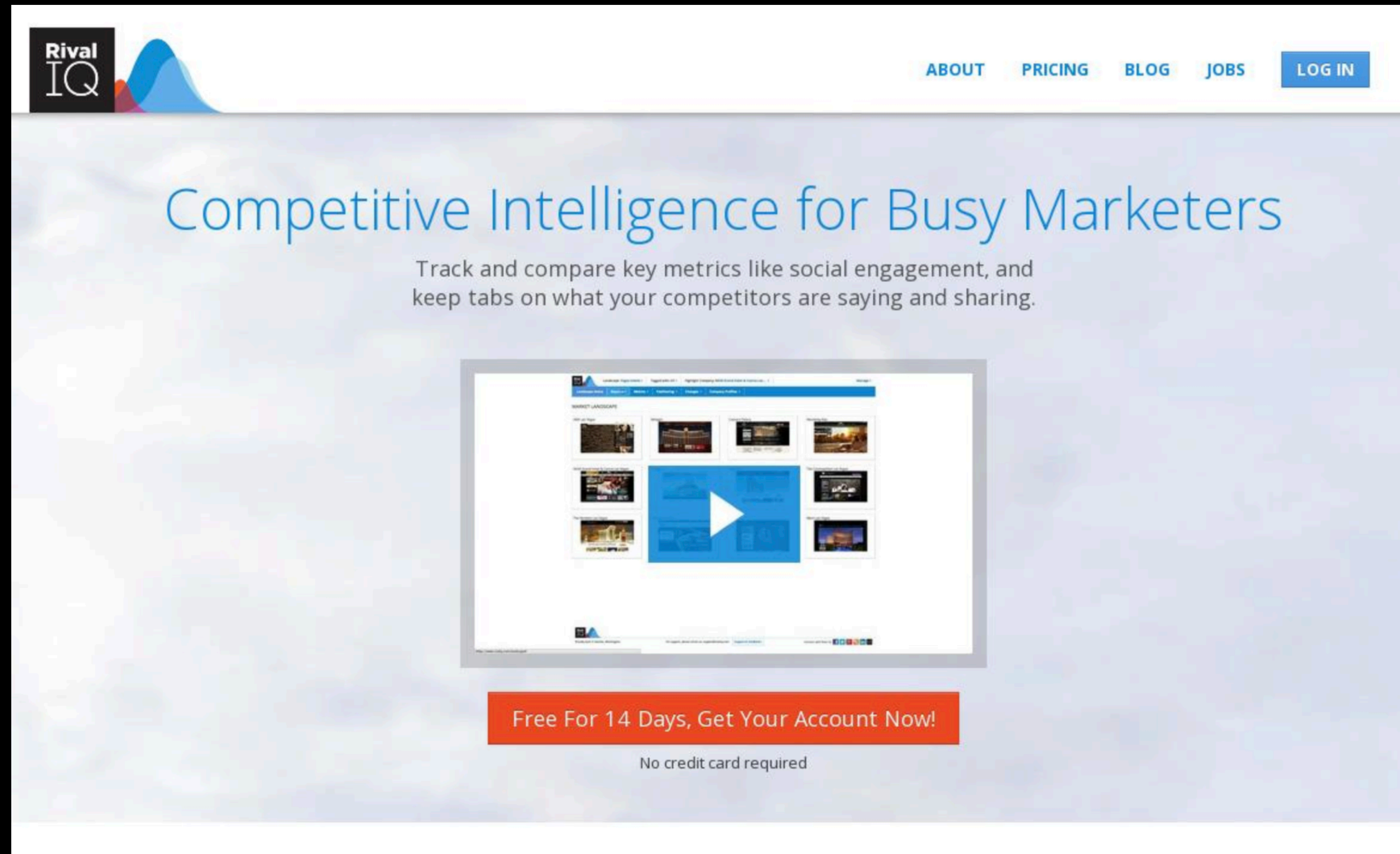# Ryan's Homepage Headline Swipe File

Great Examples of Headlines Done Right!
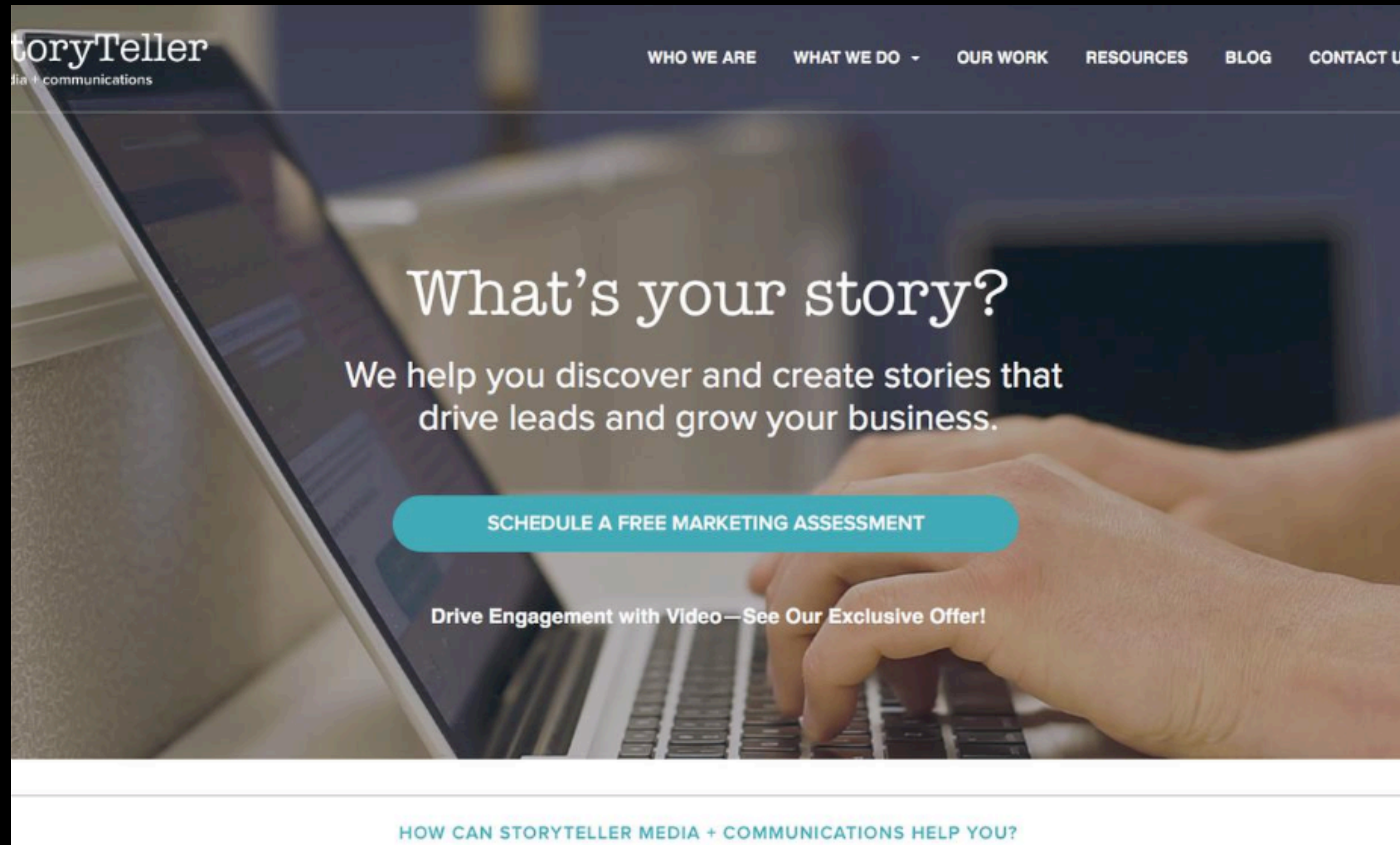
"Transform Your [Existing Asset] Into [Know Desired End Result]"

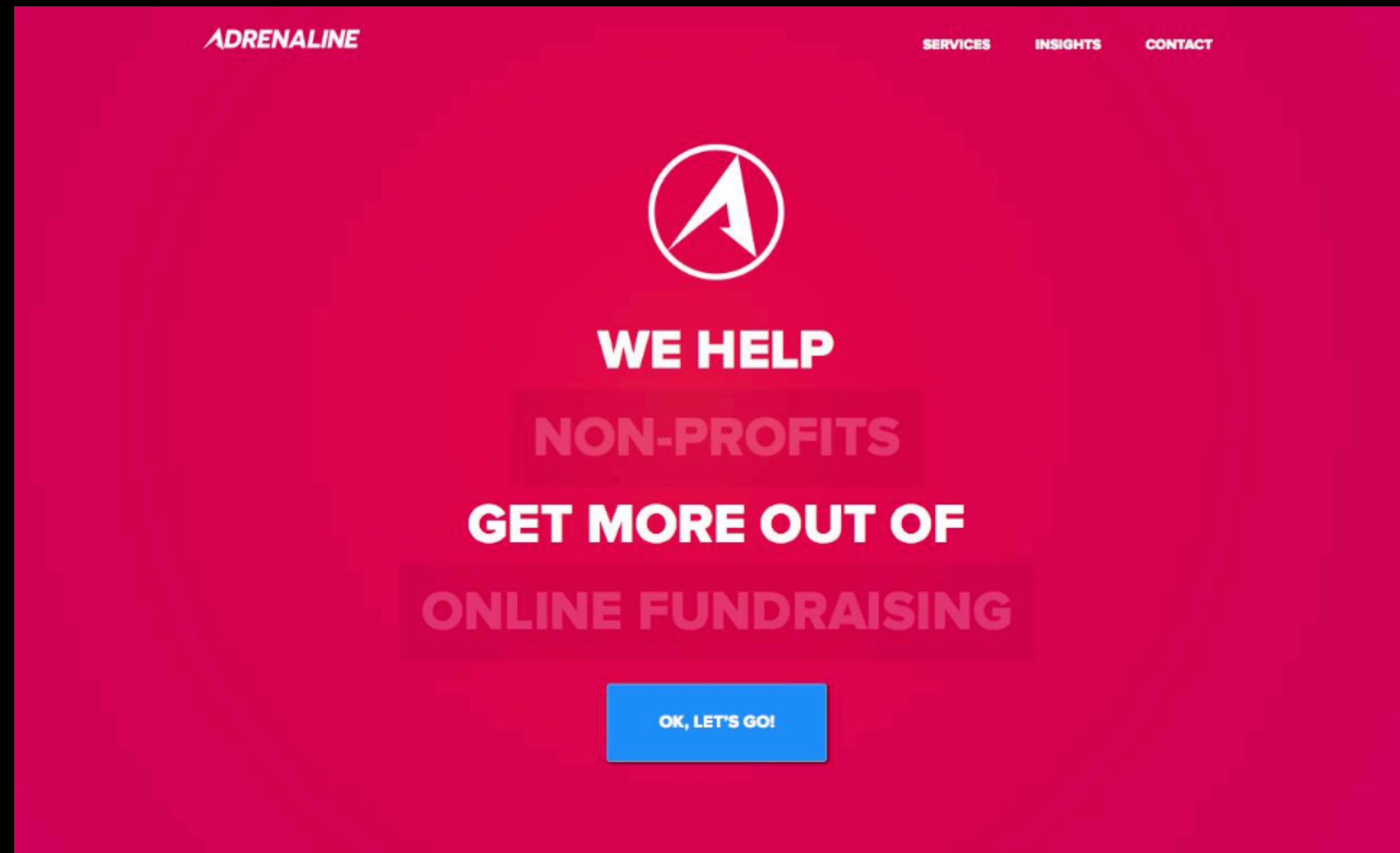This speaks to your customers Before and After state

"[Desired End Result] For [Customer Avatar]"
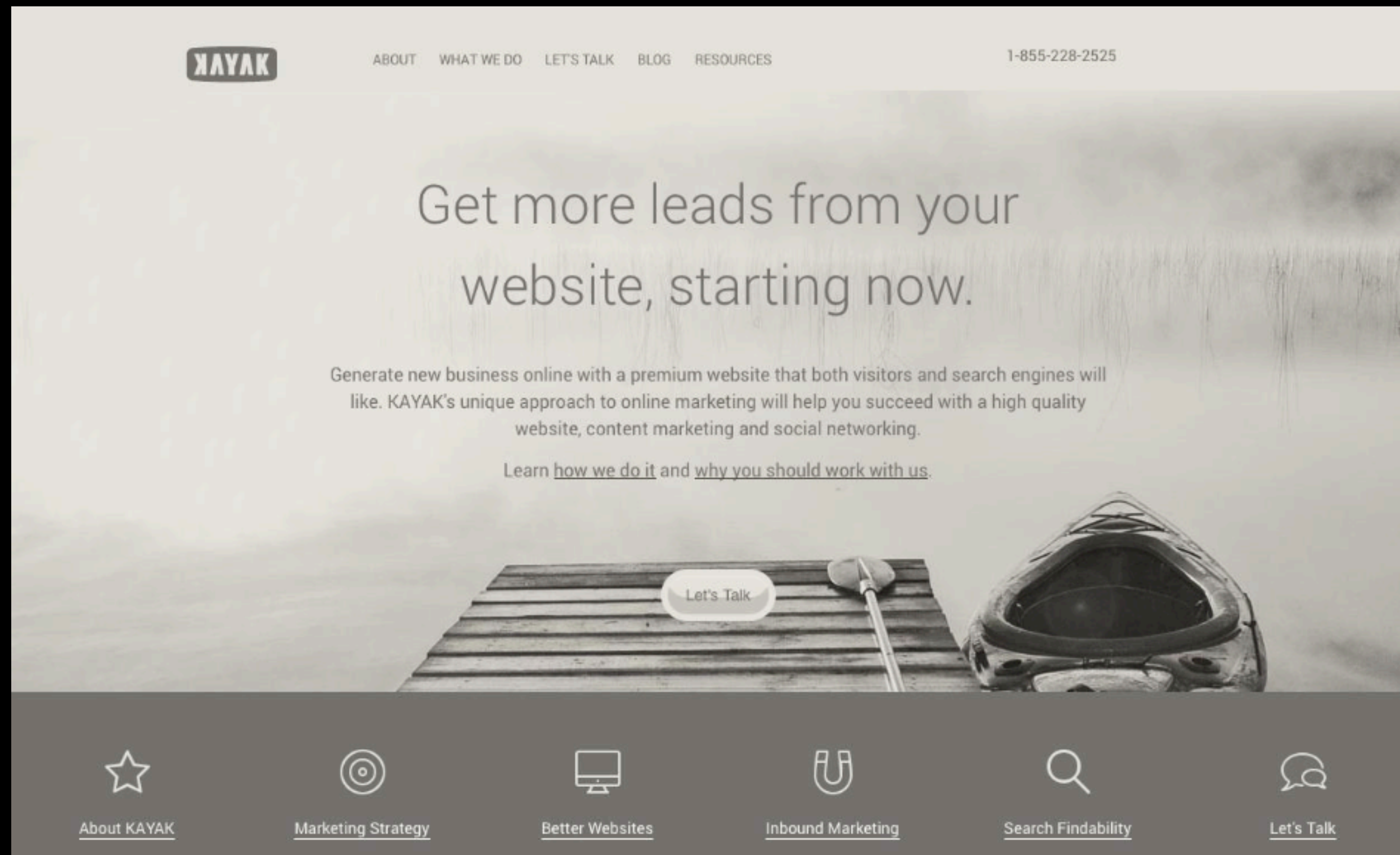
Speaks to the customers end result

"We Help You [Featured Action] That [Achieve Desired End Result]"
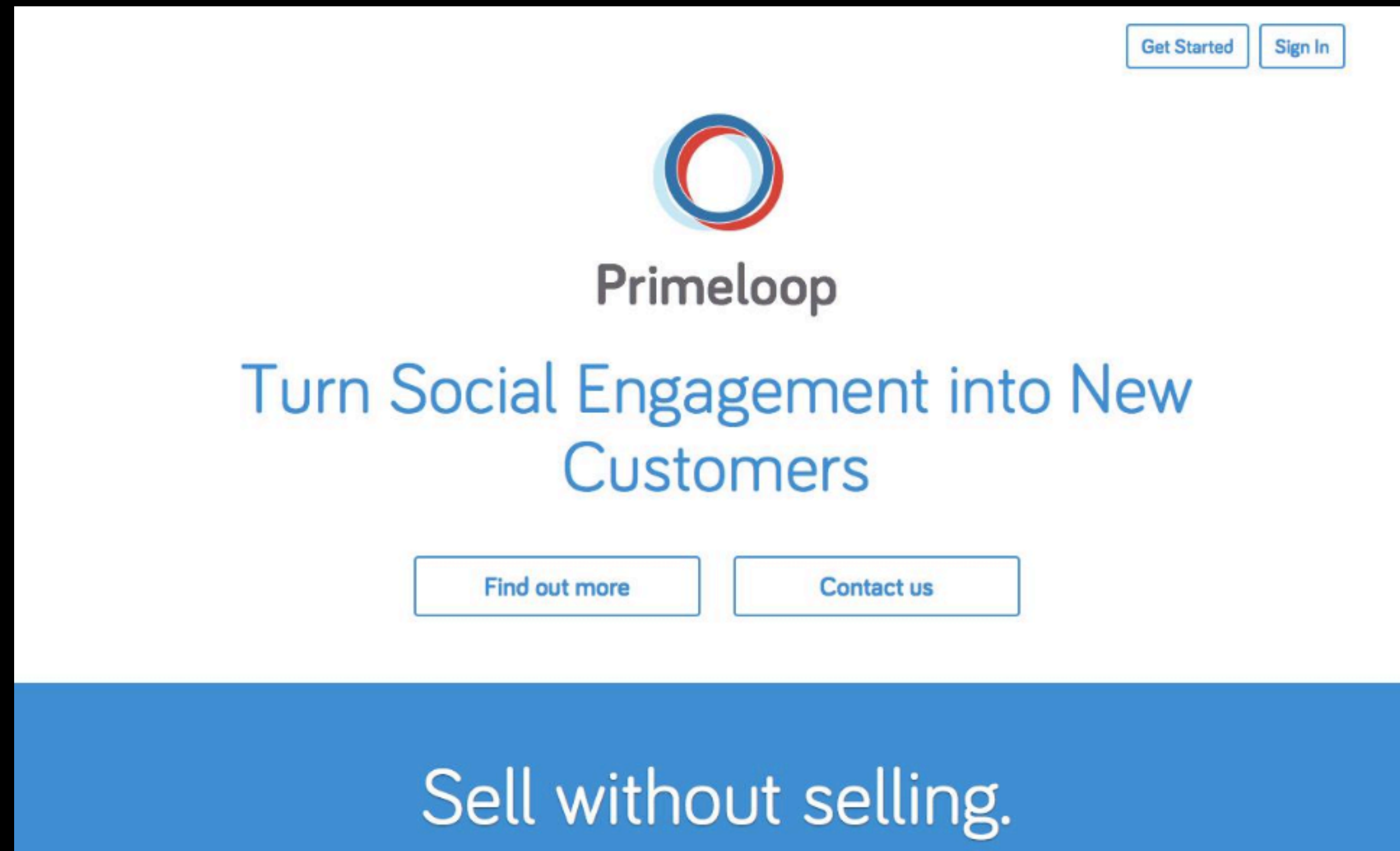
Clearly positions your brand as the guide

"We Help [Market/Company Type] Get More
Out of [Know Painful Action]"

NOTE: Your important headline aspects in "[ ]" should be in a bright
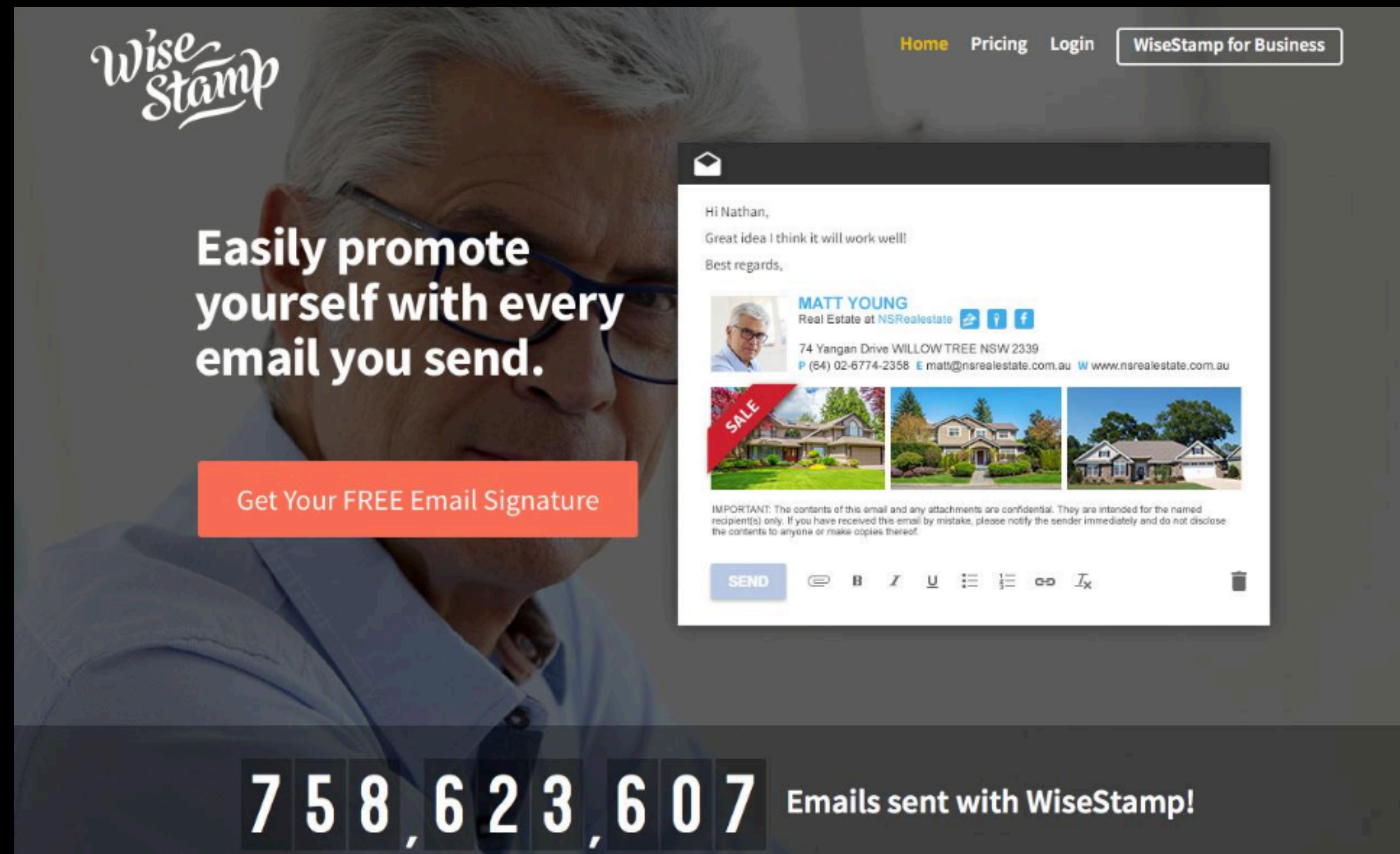contrasting color, not hidden in a similar color to the background

"Get More [Desired Result] From Your [Existing Asset], Starting Now"

NOTE: We don't recommend monochrome, because its usually a bit..blah

"Get More [Desired Result] From Your [Existing Asset], Starting Now"

Again, Its all about the end result

"Easily [End Result Action] with [Feature]"

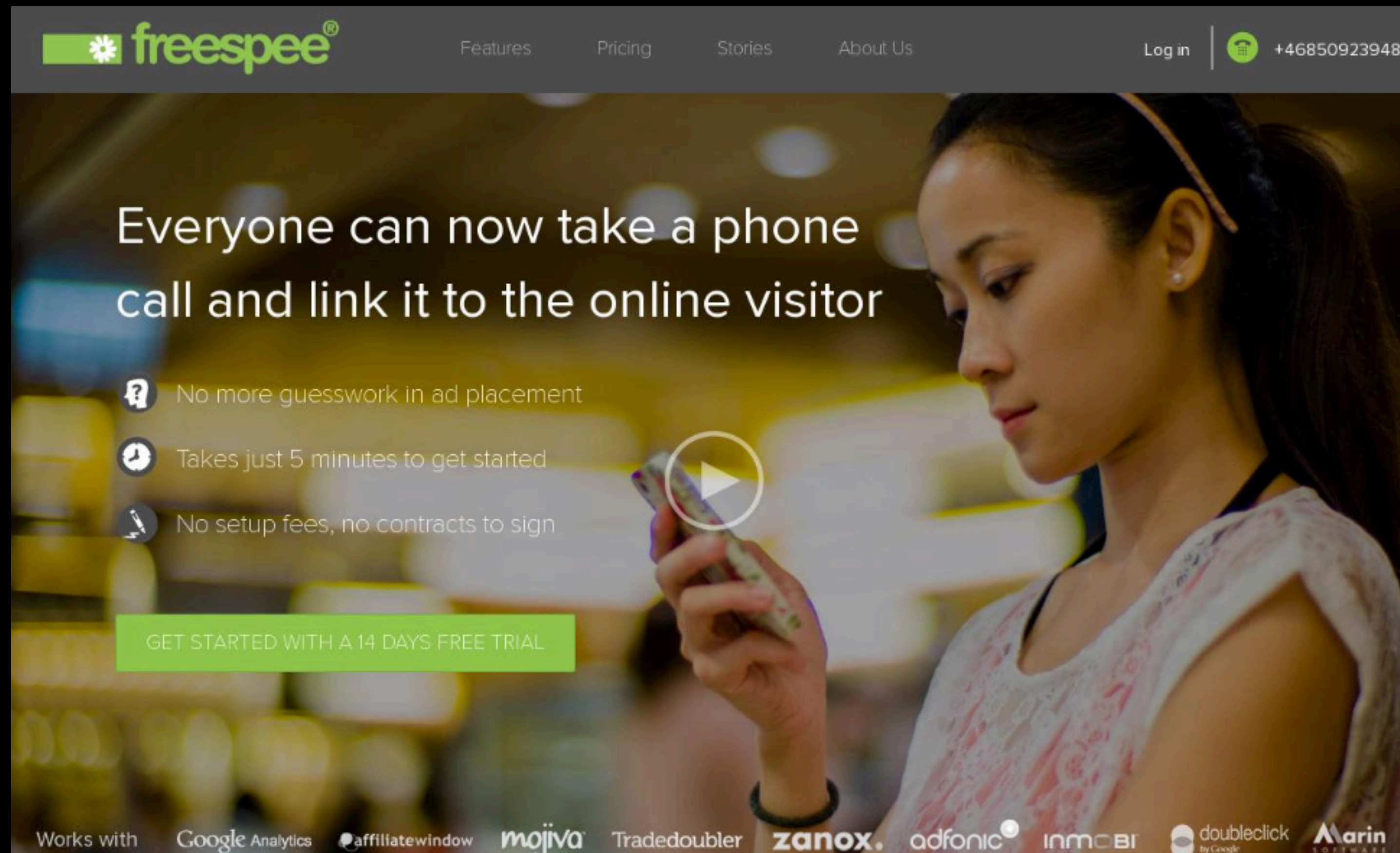If your features are your strong point, this might be a great option

"Make Your [Constituent Group] Better/Better At [Meaningful Core Skill/Benefit]"
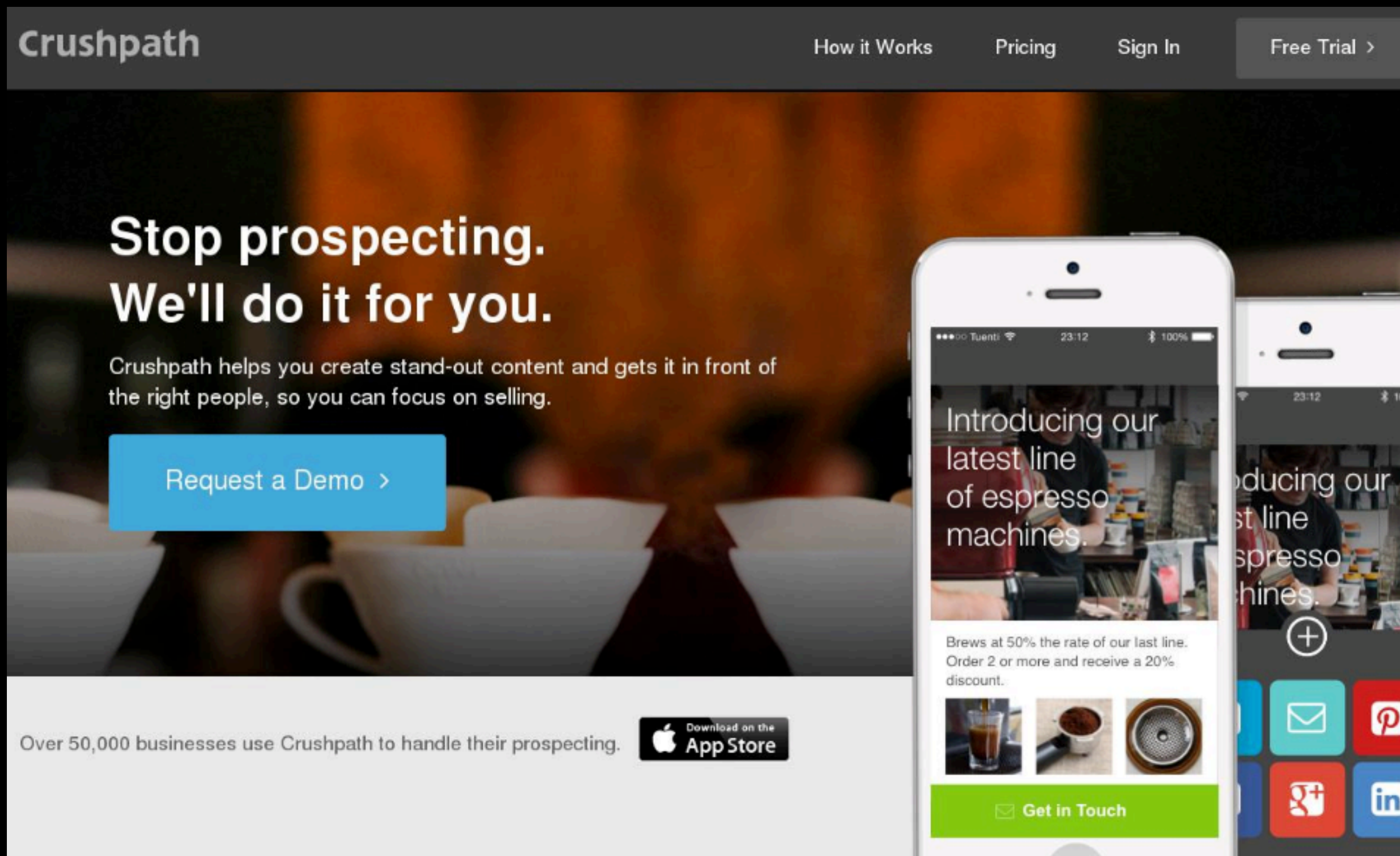
Great if you're a SaaS company, or if you're selling trainings
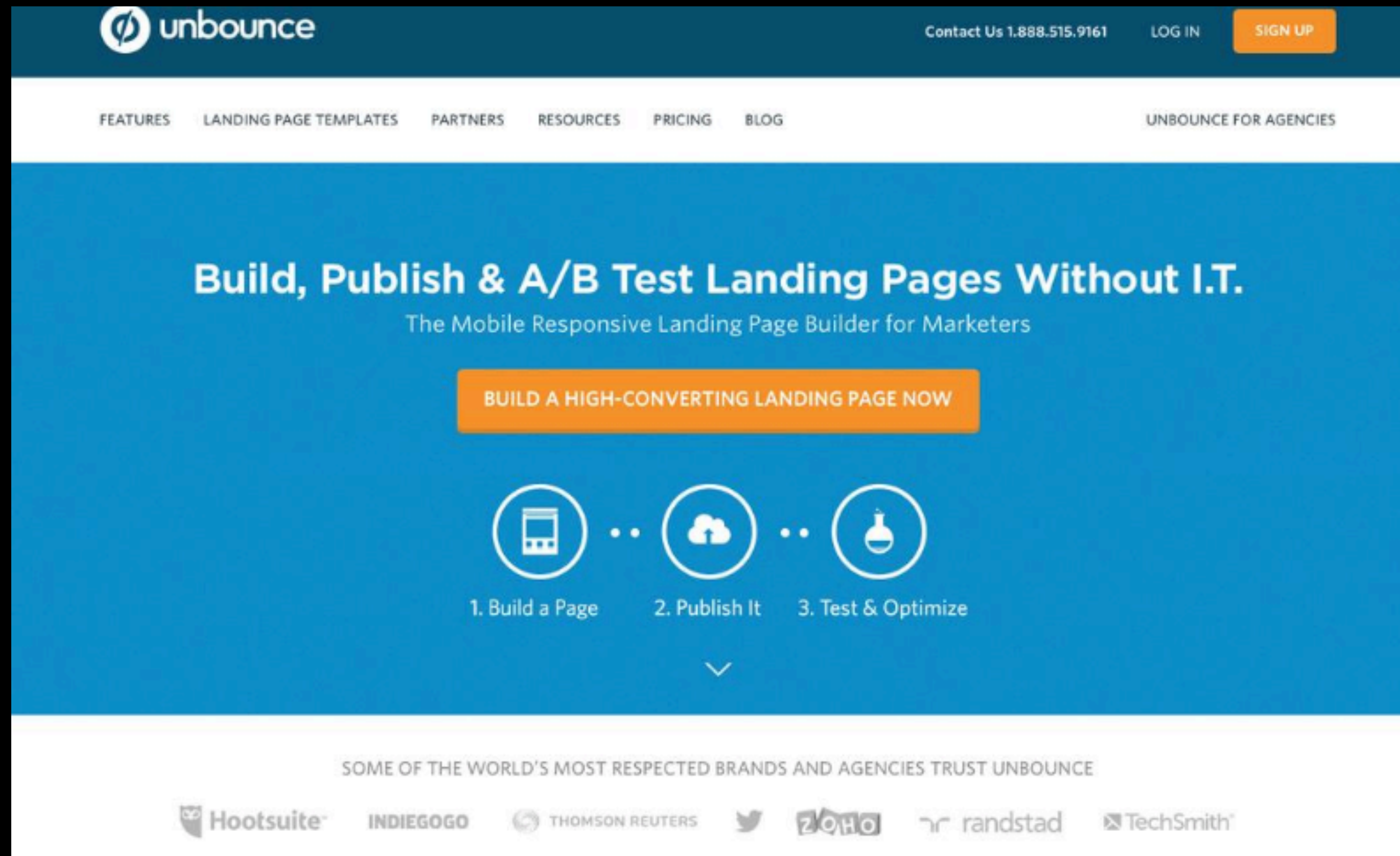
"[Accomplish Desired End Result] Without
[Known Roadblock or Bottleneck]"

"Everyone can now [something simple] and [accomplish desired end result]"

"Stop [Known Pain Point]. We'll Do It For You"

Great positioning for D4U services and SaaS
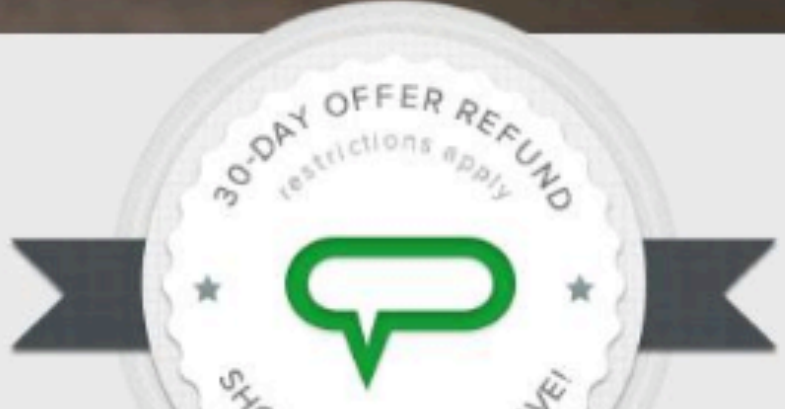
"Tired of [Known Pain Point]? [Product Name] Makes it Easy to [Overcome Pain Point]"