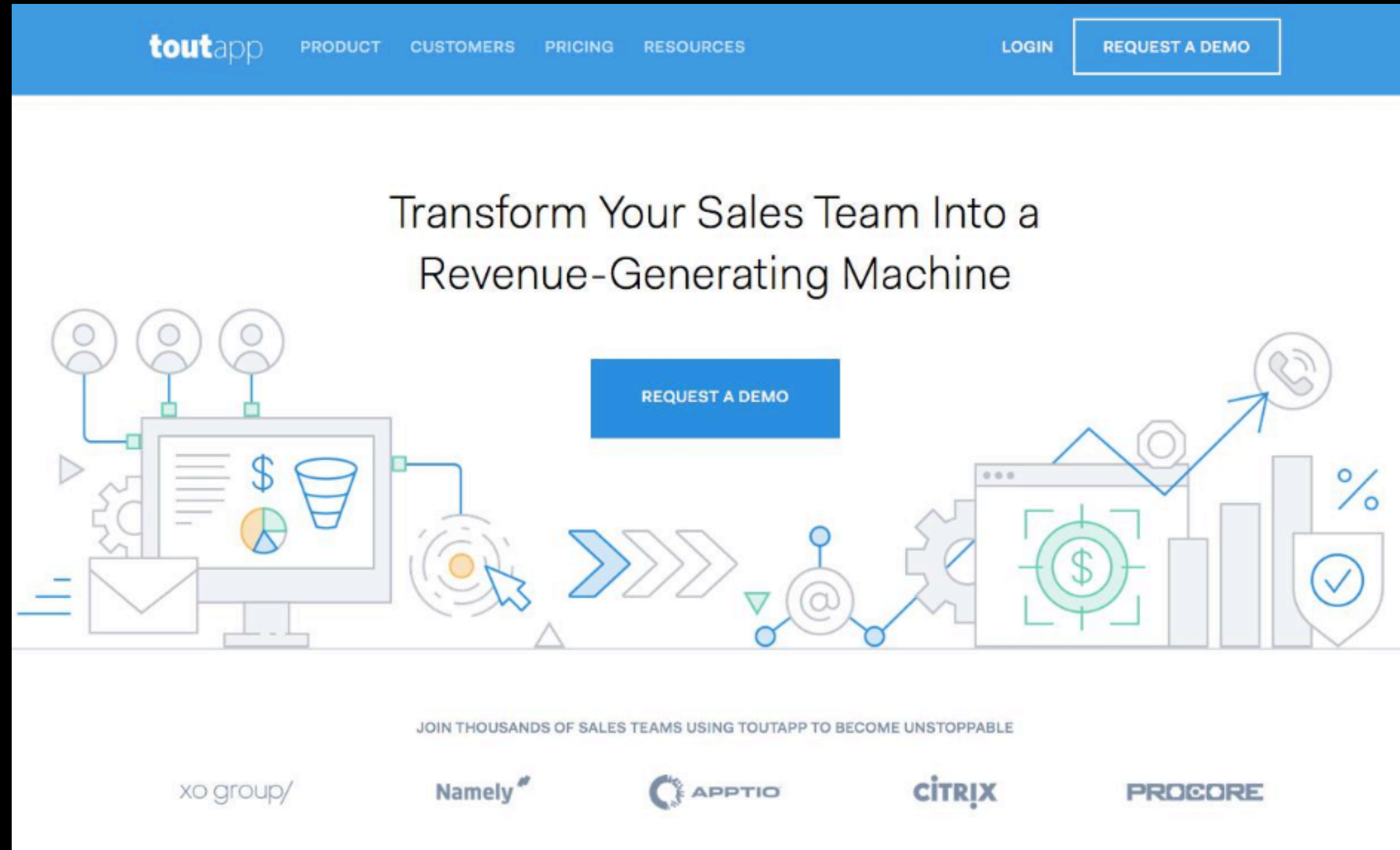


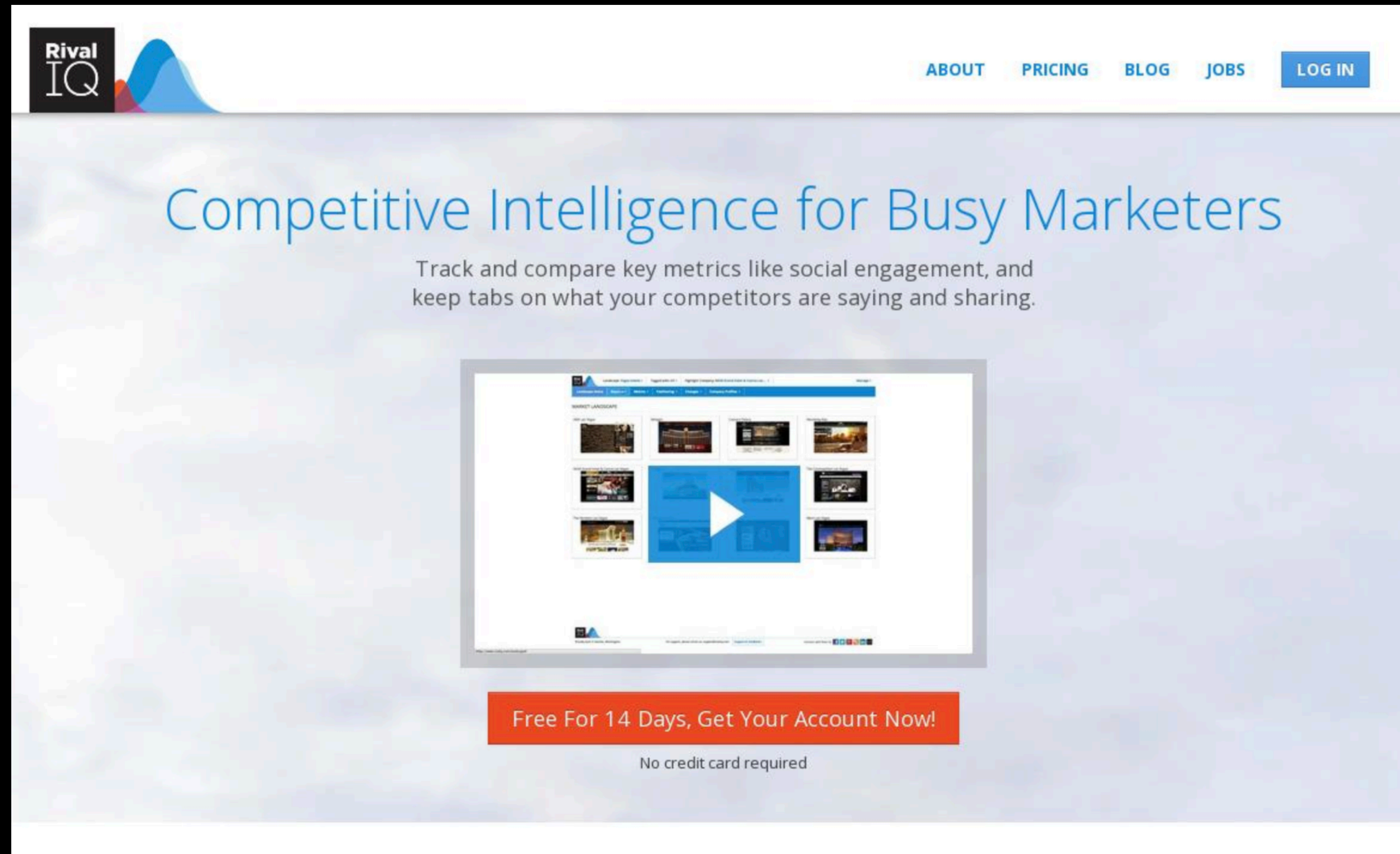
Ryan's Homepage Headline Swipe File

Great Examples of Headlines Done Right!



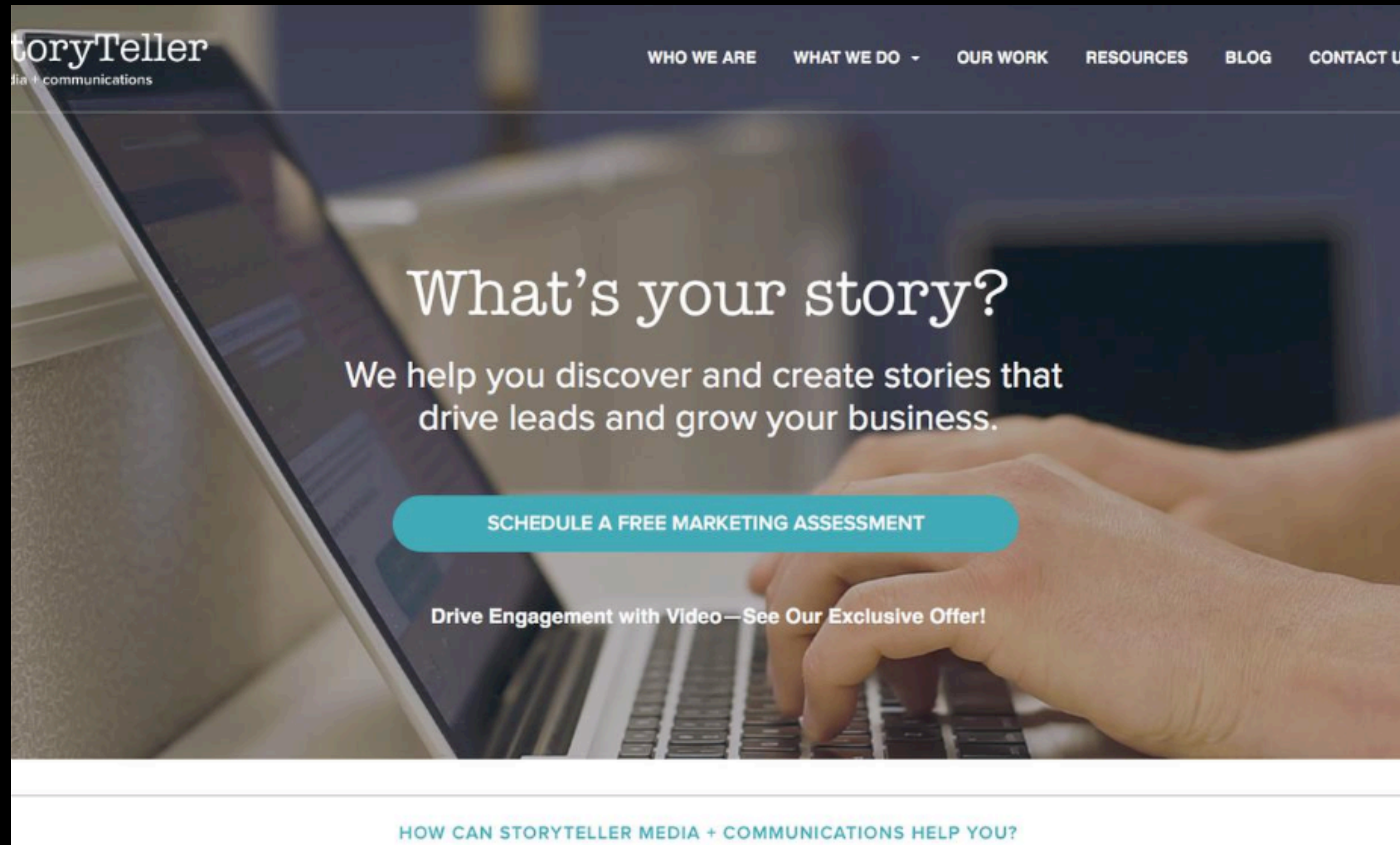
“Transform Your [Existing Asset] Into [Know Desired End Result]”

This speaks to your customers Before and After state



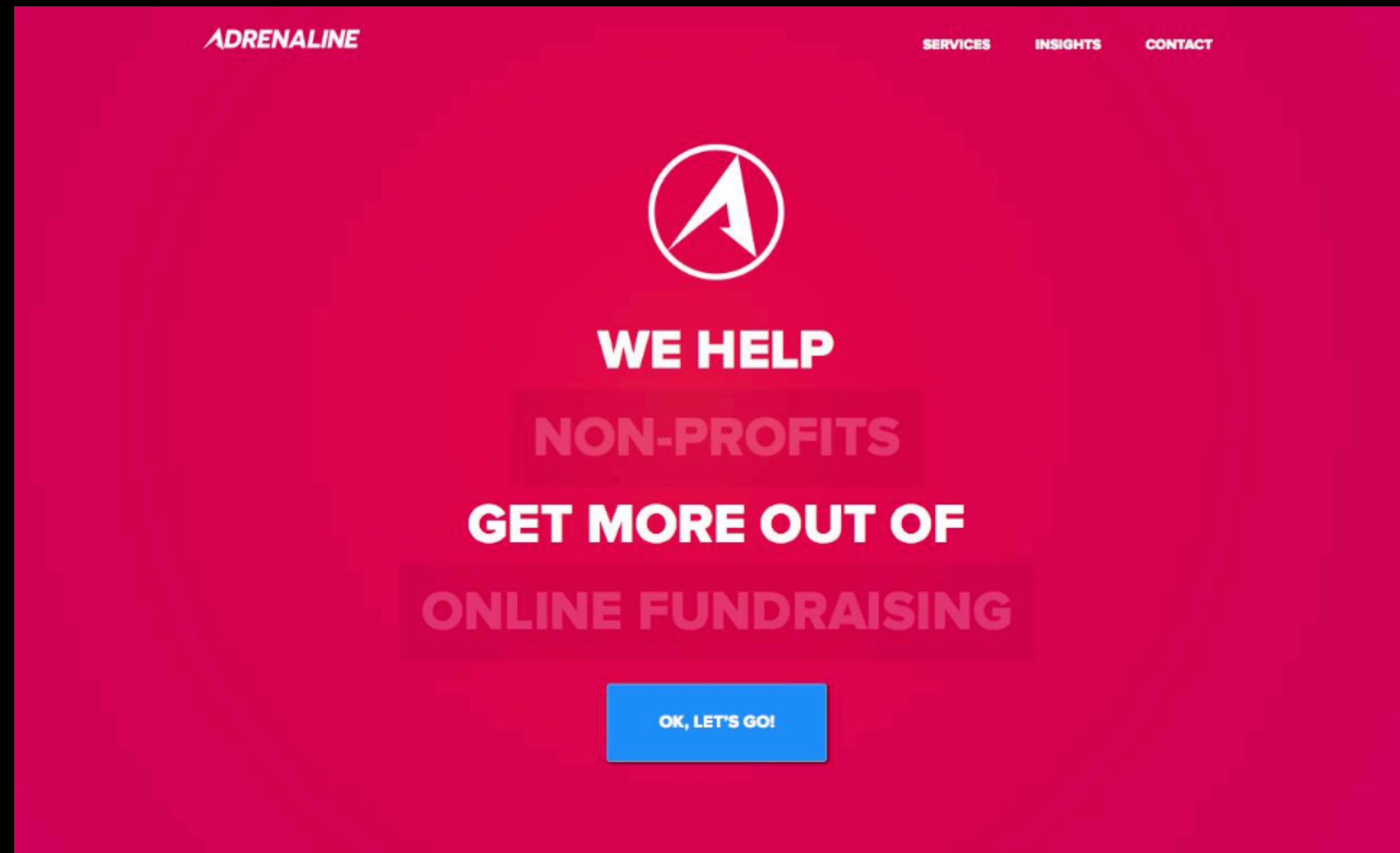
“[Desired End Result] For [Customer Avatar]”

Speaks to the customers end result



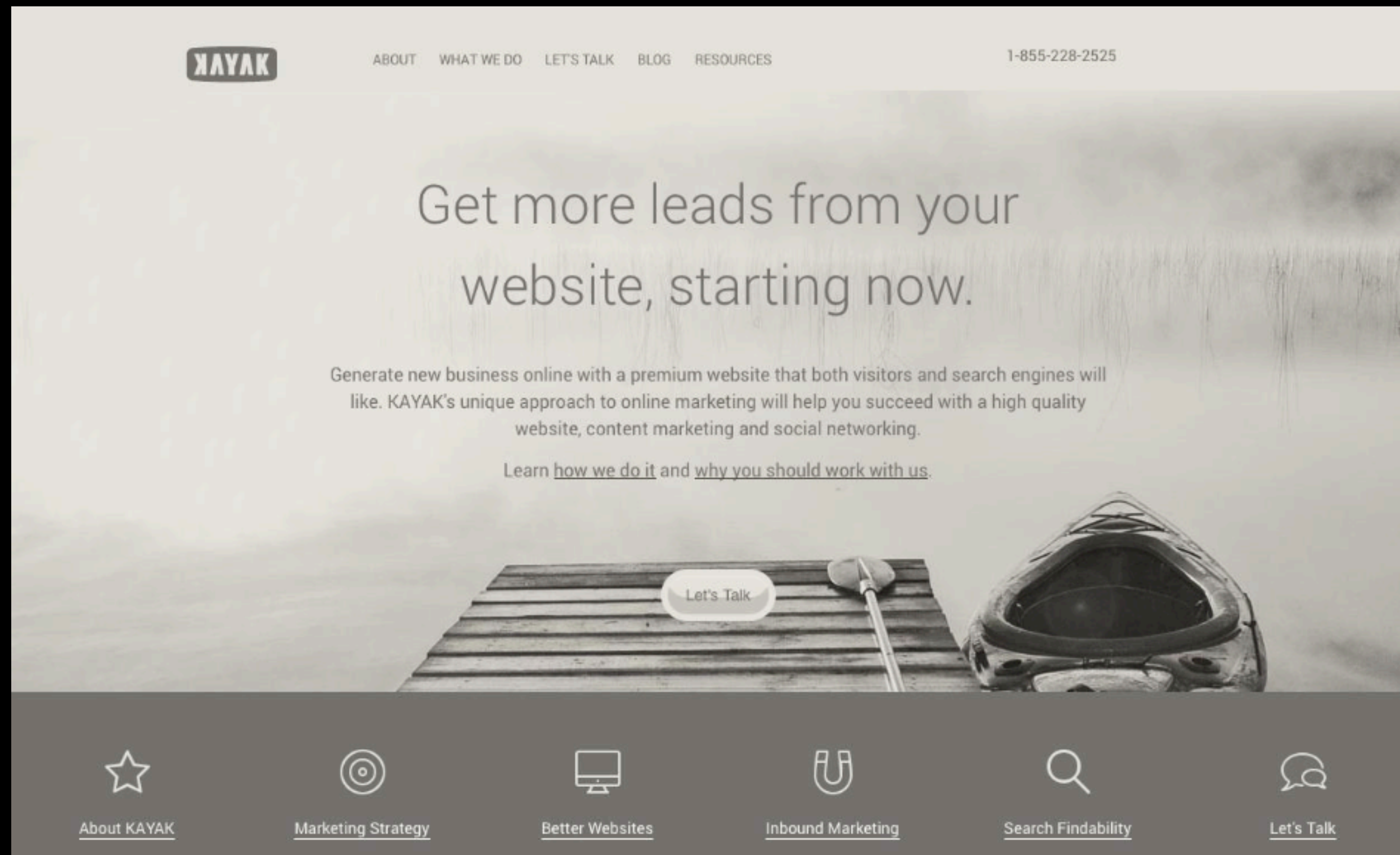
“We Help You [Featured Action] That [Achieve Desired End Result]”

Clearly positions your brand as the guide



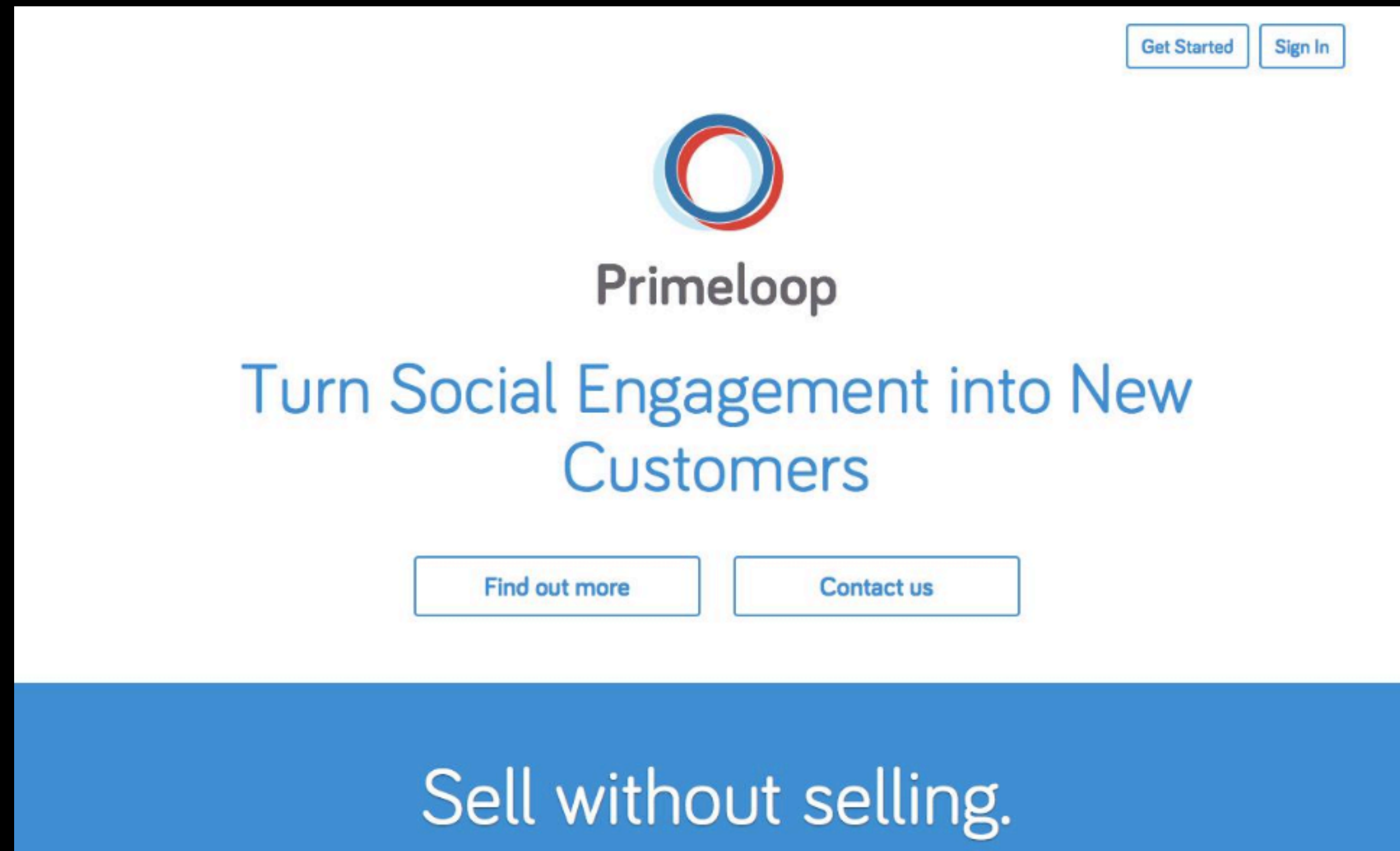
“We Help [Market/Company Type] Get More Out of [Know Painful Action]”

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



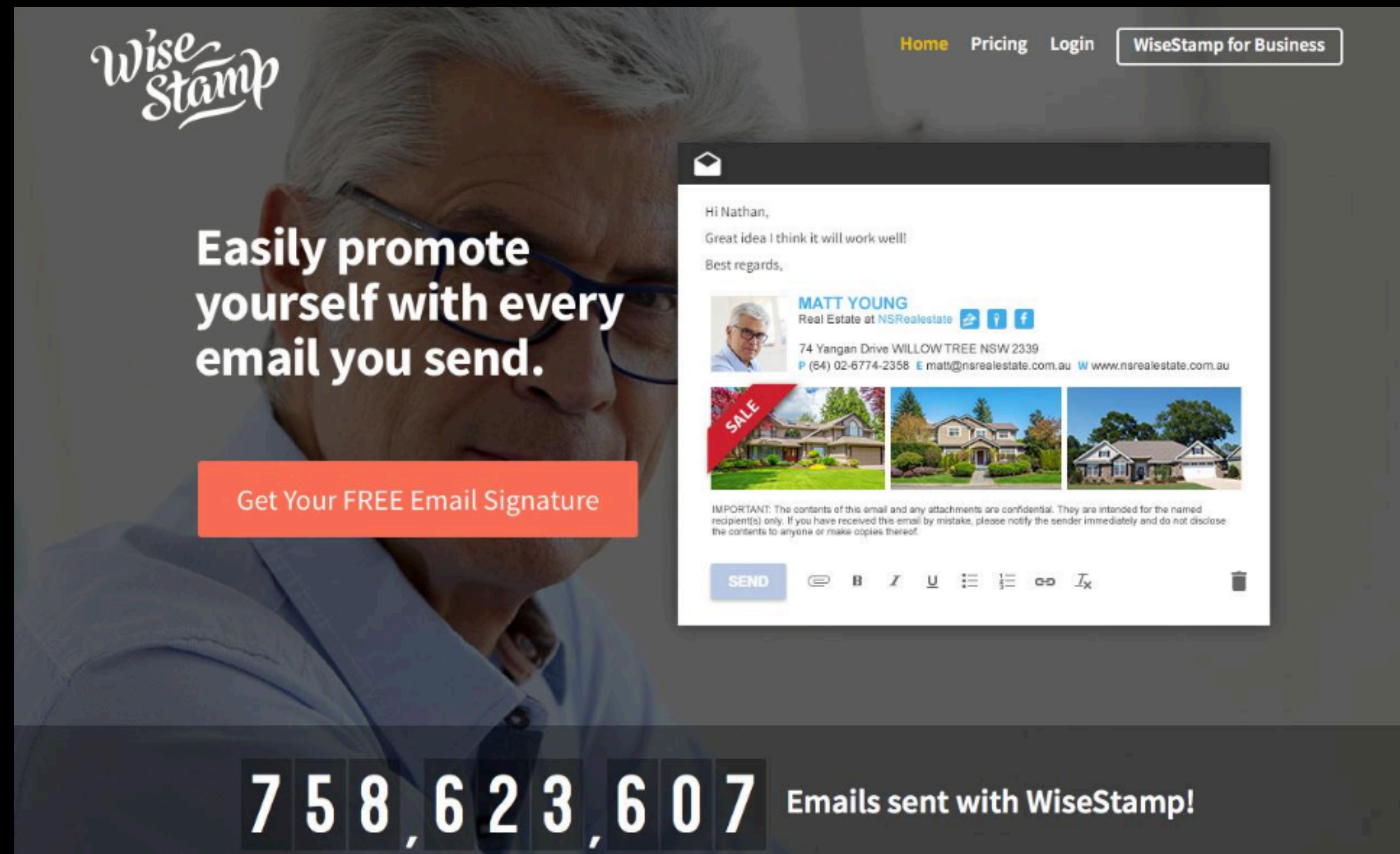
“Get More [Desired Result] From Your [Existing Asset], Starting Now”

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

A screenshot of the WiseStamp website. The background is a grayscale image of an older man with glasses. In the top left is the 'WiseStamp' logo. In the top right are navigation links: 'Home', 'Pricing', 'Login', and a button 'WiseStamp for Business'. On the left side, there is a large text overlay: 'Easily promote yourself with every email you send.' Below this is an orange button that says 'Get Your FREE Email Signature'. On the right side, there is a preview of an email signature for 'MATT YOUNG', Real Estate at NSRealestate. The signature includes a profile picture, contact information (74 Yangan Drive WILLOW TREE NSW 2339, phone (64) 02-6774-2358, email matt@nsrealestate.com.au, and website www.nsrealestate.com.au), and three property photos. Below the signature is a 'SEND' button and a rich text editor toolbar. At the bottom of the page, a large number '758,623,607' is displayed, followed by the text 'Emails sent with WiseStamp!'.

“Easily [End Result Action] with [Feature]”

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

Make Your Retailers Better Marketers

Engage your retailers with digital marketing campaigns that turn them into your best local advertisers.

[SCHEDULE A DEMO](#)[Get the Case Studies >](#)**ADWEEK**

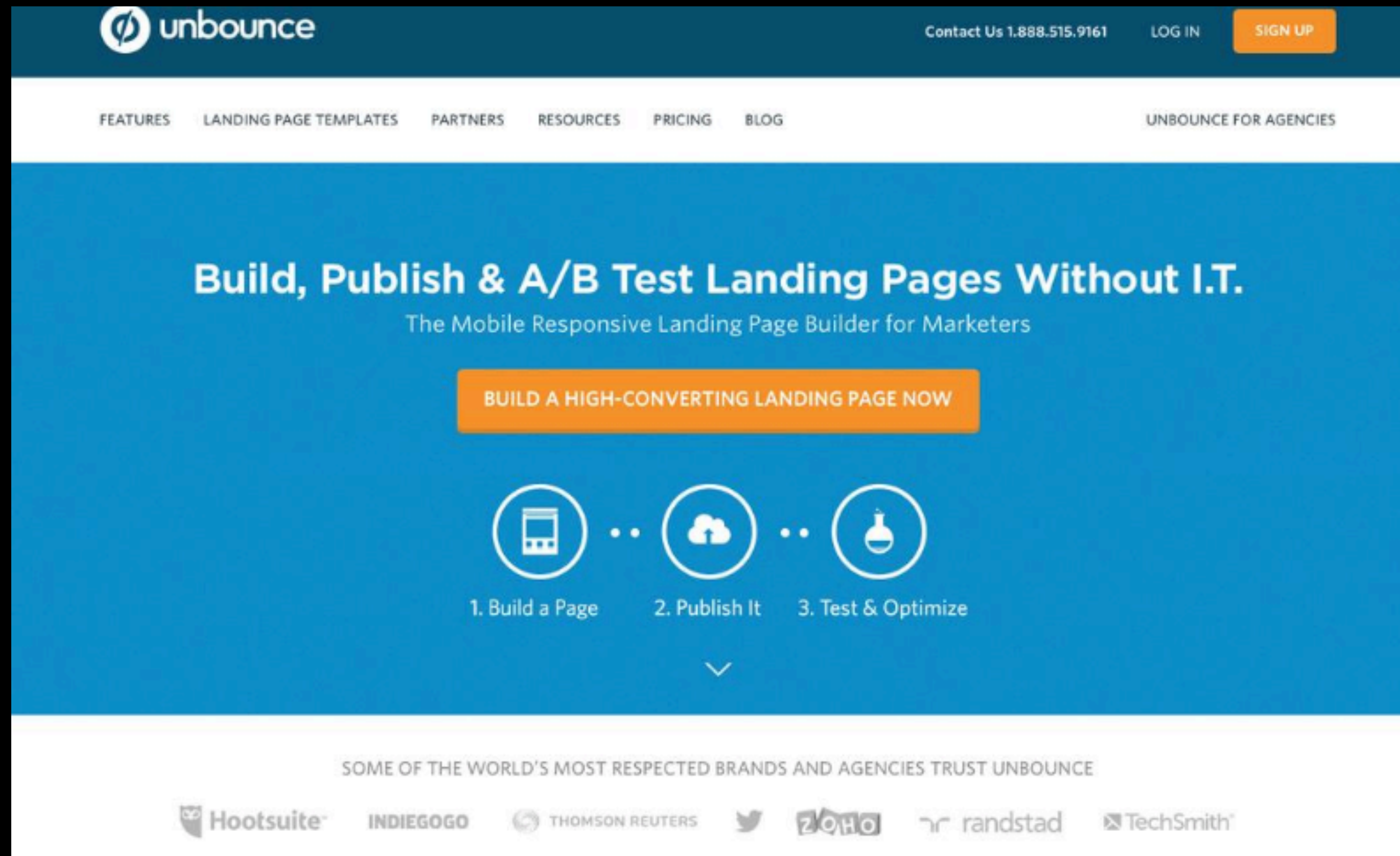
GE Appliances Recognized by Adweek for Co-Op Innovation

GE Appliances brings co-op advertising into the digital age by partnering with Promoboxx. [Read on >](#)

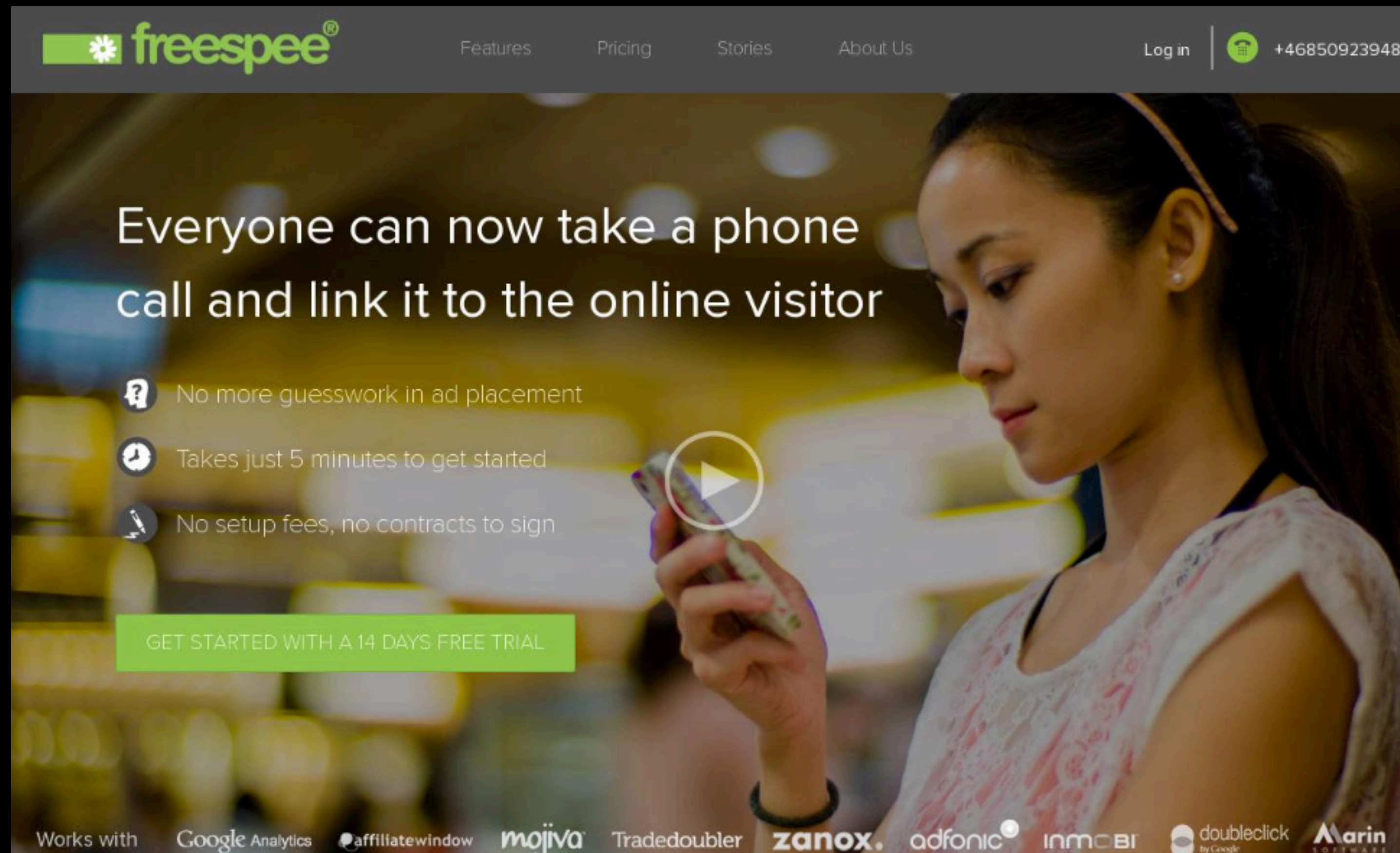


“Make Your [Constituent Group] Better/Better
At [Meaningful Core Skill/Benefit]”

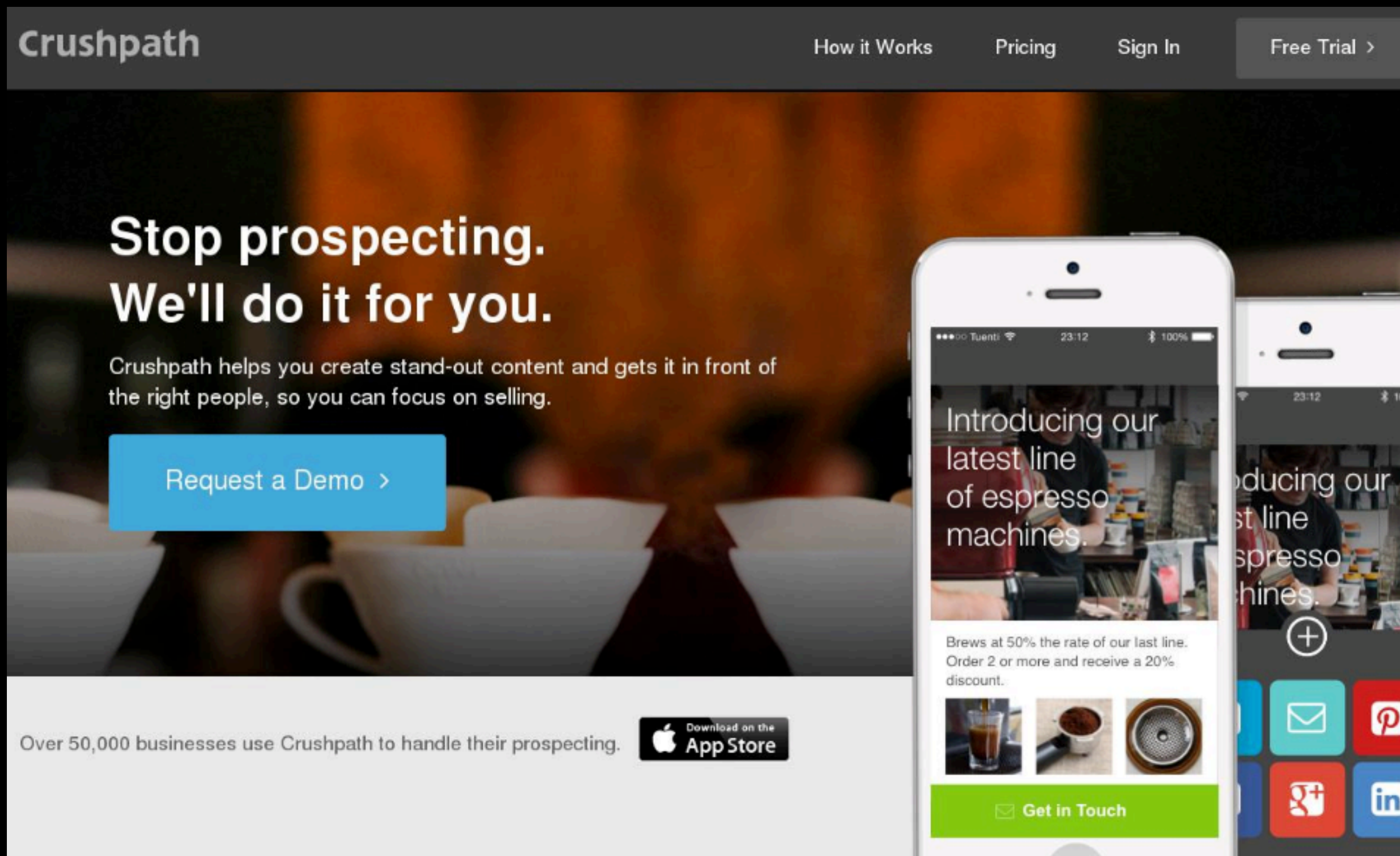
Great if you're a SaaS company, or if you're selling trainings



“[Accomplish Desired End Result] Without
[Known Roadblock or Bottleneck]”


The image shows the top portion of the Freespee website. The header is dark grey with the Freespee logo (a green square with a white flower icon) on the left. To the right of the logo are links for 'Features', 'Pricing', 'Stories', and 'About Us'. Further right are 'Log in' and a phone icon with the number '+46850923948'. The hero section has a background image of a woman looking at her smartphone. Overlaid on this is the text 'Everyone can now take a phone call and link it to the online visitor'. Below this are three bullet points: 'No more guesswork in ad placement', 'Takes just 5 minutes to get started', and 'No setup fees, no contracts to sign'. A green button with the text 'GET STARTED WITH A 14 DAYS FREE TRIAL' is positioned below the bullet points. At the bottom of the hero section is a row of logos for various partners: 'Works with', 'Google Analytics', 'affiliatewindow', 'mojiva', 'Tradedoubler', 'zanox.', 'adfonic', 'inmobi', 'doubleclick by Google', and 'Marin'.

“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



[Join Now](#)[How It Works](#)[Sign In](#)[1-888-888-LIST \(5478\)](#)

[FAQ](#) | [Business Owners](#)



Tired of Lousy Service?

Angie's List makes it easy to get the best local service.

[Join Now](#)

or [shop local offers](#) from top-rated providers

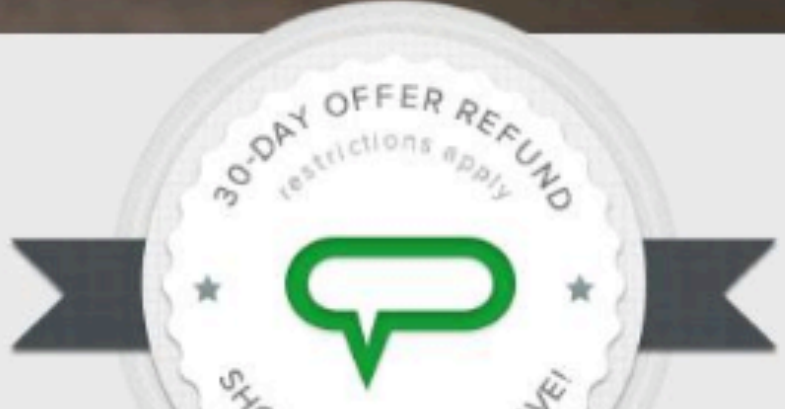
Angie's List believes finding and scheduling reliable local services should be a snap!

Only highly rated companies can offer services through Angie's List

Members can see reviews of companies before purchasing services

Offers cover a wide variety of services, from home to health to auto

Angie's List members have access to exclusive discounts on local services



“Tired of [Known Pain Point]? [Product Name]
Makes it Easy to [Overcome Pain Point]”