

Copywriting / Headlines

Combine 2-3 proven headline formulas to multiply psychological impact — with labeled formula stacks, top 5 ranking, and trigger analysis for each.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Headline Engineering, Formula Stacking, Advanced Copywriting

Updated: May 2026

Why This Prompt Exists

Most headlines use one formula. The best headlines stack multiple.

You get:

- single-formula headlines (predictable, less effective)
- no understanding of how formulas compound
- headlines that push one button instead of three
- no labeling of what's stacked — so you can't reuse the structure
- no psychological trigger analysis (so you don't know why it works)

But formula stacking is not random.

It is multiplying psychological triggers.

- How-To + Curiosity Gap = education + mystery
- Question + Urgency = engagement + FOMO
- List-Based + Social Proof = scannable + credible
- Command + Benefit = direct + valuable

Without stacking, you leave power on the table.

This framework forces AI to build headlines that trigger multiple responses.

The Prompt

Assume the role of a headline engineer who knows that the best headlines combine multiple psychological triggers.

Your task is to generate headlines by stacking 2-3 proven formulas.

Generate 20 headlines, each stacking 2-3 formulas from this list:

- How-To
- Question
- Curiosity Gap
- List-Based
- Command
- Benefit
- Urgency
- Social Proof
- Secret/Reveal
- Problem Agitation

For EACH headline:

- Write the headline
- Label the formulas stacked (e.g., "How-To + Curiosity Gap")

PLUS:

- Top 5 headlines ranked
- For each of the top 5: trigger analysis (which psychological buttons are pushed)

INPUTS:

Topic:

[WHAT ARE YOU WRITING ABOUT?]

Target Audience:

[WHO ARE YOU TALKING TO?]

Desired Emotion:

[CURIOSITY / FEAR / GREED / BELONGING / URGENCY / VANITY]

Brand Voice:

[PROFESSIONAL / PLAYFUL / EDGY / WARM / AUTHORITATIVE]

RULES:

- Each headline must stack at least 2 formulas (no single-formula headlines)
- Label every formula used in each headline
- Top 5 trigger analysis must name specific psychological buttons (e.g., "Loss aversion," "Curiosity gap," "Social validation")
- No formula can be used in more than 15 headlines (force variety)
- Headlines must be grammatically correct (no forced stacking)

How To Use It

- Save the formula stacks as templates for future headlines.
- Test single-formula vs. stacked-formula headlines — stacked usually wins.
- The trigger analysis tells you why people click — use that insight in your copy.
- Different stacks work for different emotions — map which stack to which emotion.
- Re-run this prompt with different emotion targets to build a library.

Example Input

Topic: Productivity app that blocks distracting websites

Target Audience: Remote workers who struggle to focus

Desired Emotion: Curiosity + Urgency

Brand Voice: Direct and helpful (not gimmicky)

Why It Works

Most headlines push one button. Great headlines push three.

This framework improves outcomes by forcing:

- formula stacking (multiplied impact)
- explicit labeling (reusable structures)
- top 5 ranking (prioritization)
- trigger analysis (psychological understanding)
- variety constraints (prevents repetition)

Great headline engineers don't just write — they stack psychological triggers like LEGOs.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI copywriting tools, headline frameworks, and practical strategies for writers and marketers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)

- [Share on X \(Opens in new window\) X](#)