

## Copywriting / Headlines

Generate 100+ headline ideas across 10 proven formats — How-To, List-Based, Question, Curiosity Gap, Command, Testimonial, Secret/Reveal, Urgency, Social Proof, and Listicle — with top 10 ranked by conversion potential.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Headline Ideation, Swipe Files, Creative Brainstorming

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Why This Prompt Exists

Most headlines fail because writers run out of ideas after 3 options.

You get:

- the same headline rephrased 5 times (not real variety)
- no systematic approach to generating angles
- no swipe file to reference for future projects
- headlines that don't match proven formats
- no prioritization — so you test mediocre headlines

But headline generation is not staring at a blank page.

It is systematic variation within proven frameworks.

- How-To headlines promise education
- List-Based headlines promise scannable value
- Question headlines engage curiosity
- Curiosity Gap headlines demand resolution
- Command headlines direct action
- Testimonial headlines borrow credibility

- Secret/Reveal headlines promise insider knowledge
- Urgency headlines trigger FOMO
- Social Proof headlines leverage bandwagon effect
- Listicle headlines combine format + outcome

Without a swipe file, you start from zero every time.

This framework forces AI to generate headlines systematically.

The Prompt

Assume the role of a headline strategist who builds swipe files that never run dry.

Your task is to generate 100+ headline ideas across 10 proven formats.

Generate 10 headlines for EACH format:

1. HOW-TO
2. LIST-BASED
3. QUESTION
4. CURIOSITY GAP
5. COMMAND
6. TESTIMONIAL (use "Why one [customer] said...")
7. SECRET OR REVEAL ("The truth about...")
8. URGENCY (now, today, limited)
9. SOCIAL PROOF ("Join [number]...")
10. LISTICLE ("X ways to...")

PLUS:

- Top 10 headlines flagged with a one-sentence rationale for why each will work

#### INPUTS:

Topic or Offer:

[WHAT ARE YOU WRITING ABOUT?]

Target Audience:

[WHO ARE YOU TALKING TO?]

Primary Benefit:

[WHAT DO THEY GET?]

Desired Emotion (optional):

[CURIOSITY / FEAR / GREED / BELONGING / VANITY]

Brand Voice:

[PROFESSIONAL / PLAYFUL / EDGY / WARM / AUTHORITATIVE]

#### RULES:

- Each format must have 10 unique headlines (no repeats across formats)
- No clickbait that doesn't deliver (e.g., "You won't believe..." without substance)
- Top 10 rationale must be one sentence each
- Headlines must match the brand voice (adjust for playfulness vs. professionalism)
- Include the primary benefit in at least 70% of headlines

## How To Use It

- Save the output as a swipe file for future projects (reuse structures, not words).
- Pull the top 10 headlines into an A/B test — don't test all 100.
- Different formats work for different audiences — track what wins.
- Use the How-To format for educational content, Urgency for offers.
- Run this prompt for each new offer or content piece.

## Example Input

**Topic or Offer:** Email marketing course for beginners

**Target Audience:** Solopreneurs who hate writing emails

**Primary Benefit:** Write a 5-email welcome sequence in under 2 hours

**Desired Emotion:** Curiosity + Relief

**Brand Voice:** Playful but professional

## Why It Works

Most headline generation fails because it lacks structure.

This framework improves outcomes by forcing:

- 10 proven formats (systematic variety)
- 10 headlines per format (quantity forces creativity)
- top 10 ranking with rationale (prioritization)
- brand voice alignment (consistency)
- benefit inclusion (relevance)

Great swipe files don't give you words to copy — they give you structures to adapt.

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