

Content Creation Made Easy

Module #1: Templates and Tools
25 Product Title Templates

By

Drew Laughlin
DrewLaughlin.com

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25 Product Title Templates

The title of your blog post, article, report, ebook or other content is considered one of the most important parts of the entire piece. And that's because if the title doesn't catch the reader's eye and get his attention, he's not even going to read your content.

That's why your title needs to lead off with a bang.

It needs to share benefits, arouse curiosity and/or give your audience a reason to keep reading.

That would be a tall order if you were left to your own devices, struggling to come up with a title. But because you have this report, you don't have to worry about struggling –

All you have to do is fill in the blanks on the following 25 titles to come up with your perfect title!

Check these templates out... tweak them... and make them yours.

1. How to Beat These [Number] Common [Type] Fears

Examples:

- How to Beat These Three Common Public-Speaking Fears
- How to Beat These Five Common Air-Travel Fears

2. The Art of [Doing Some Specific Thing]

Examples:

- The Art of Writing a Profitable Sales Letter
- The Art of Raising a Toy Poodle

3. [Number] [News Stories/Studies] to Help You [Get Desired Results]

Examples:

- 10 Research Studies to Help You Lose Weight
- Five News Stories to Restore Your Faith in Your Fellow Humans

4. How to [Get a Desired Result] With [Some Specific Item]

Examples:

- How to Lose Weight With Cinnamon
- How to Restore Your Old Furniture With Spray Paint

5. How to [Get a Desired Result] Without [Some Specific Item]

Examples:

- How to Land a Great Job Without a College Degree
- How to Make a Delicious Lasagna Without All the Calories

6. How an Unknown [Type of Person] [Did Some Extraordinary Thing]

Examples:

- How an Unknown Farmer Became an Online Multi-Millionaire
- How an Unknown Writer Created the Most Thought-Provoking Book of the Past Decade

7. The [Comprehensive/Ulimate/Total] Guide to [Getting Some Result]

Examples:

- The Comprehensive Guide to Protecting Your Website From Hackers
- The Ultimate Guide to Training for an Ultra-Marathon

8. The Secret of [Getting a Result] – Using Only [One Specific Item]

Examples:

- The Secret of Getting a Show-Car Finish – Using Only One Type of Wax
- The Secret of Getting Beach-Ready Abs – Using Only One Easy Exercise

9. The [Number]-Step Surefire Blueprint for [Getting a Specific Result]

Examples:

- The Five-Step Surefire Blueprint for Enjoying a Pest-Free Organic Garden
- The Seven-Step Surefire Blueprint for Starting Your Own Profitable Business

10. [Number] [Type] Tactics Every [Type of Person] Ought to Know

Examples:

- Three Interview Tactics Everyone Who's Seeking a Job Ought to Know
- 27 Persuasion Tactics Every Copywriter Ought to Know

11. [Number] [Surprising/Startling/Amazing] Ways to [Get a Result]

Examples:

- Five Surprising Ways to Improve Your Golf Score
- 10 Startling Ways to Look 10 Years Younger

12. [Number] Surprising Tricks the Expert Use to [Get a Result]

Examples:

- 10 Surprising Tricks the Experts Use to Boost Their Website Conversion Rates
- Five Surprising Tricks the Experts Use to Get Ripped Before a Bodybuilding Competition

13. What [a Surprising Person or Thing] Can Teach You About [Some Niche Relevant Thing]

Examples:

- What a Seven-Year-Old Girl With Leukemia Can Teach You About Living a Better Life
- What Lady Gaga Can Teach You About Boosting Your Business Profits

14. [Get a Benefit] and [Get Another Benefit] by [Doing This Specific Thing]

Examples:

- Look Slimmer and Feel Better By Eating This Amazing Super Food
- Impress Your Friends and Surprise Your Taste Buds by Cooking This Simple Meal

15. Need [Some Desirable Thing]? Try [This Particular, Often Surprising, Tactic]...

Examples:

- Need More Traffic to Your Website? Try Going Offline...
- Need Whiter Teeth? Try Using Baking Soda and This Other Common Household Item...

16. How to Uncover the [Benefit] That Lies Hidden [In Some Place]

Examples:

- How to Uncover the Amazing Creativity That Lies Hidden In Your Brain
- How to Uncover the Big Profits That Lie Hidden In Your Basement, Attic and Garage

17. [Number] Quick and Easy Ways to [Get a Benefit]

Examples:

- Three Quick and Easy Ways to Improve Your Putting
- Seven Quick and Easy Ways to Get Flatter Abs

18. How to [Do Some Process] Like [Some Type of Niche Professional or Expert]

Examples:

- How to Clip a Poodle Like a Trophy-Winning Groomer
- How to Write a Novel Like a Bestselling Author

19. Why So Many People Are [Rejecting/Dumping] [Common Resource] in Favor of [Alternative Resource] – And Why You Should Too

Examples:

- Why So Many People are Rejecting Static Websites in Favor of Dynamic Platforms – And Why You Should Too
- Why so Many People are Dumping All Other Whey Proteins in Favor of Optimum Gold Standard Whey Protein – And Why You Should Too

20. [Number] Useful [Type of] Tools and Resources You Can't Live Without

Examples:

- 17 Useful Web-Building Tools and Resources You Can't Live Without
- Five Useful Gardening Tools You Can't Live Without

21. The #1 Reason [Type of Person] Fail

Examples:

- The #1 Reason New Business Owners Fail – And How to Avoid Making This Same Mistake
- The #1 Reason Basketball Players Can't Make Free Throws

22. The Quick and Dirty Way to [Get a Benefit] Even If [You Don't Have Some Specific Thing]

Examples:

- The Quick and Dirty Way to Start Making Money Online Even if You Don't Have a Website
- The Quick and Dirty Way to Lose Weight – Even if You Don't Have Any Willpower

23. [Number] [Type of] Mistakes Almost Every Beginner [Type of Person] Makes

Examples:

- 10 Copywriting Mistakes Almost Every Beginning Marketer Makes
- Five Driving Mistakes Almost Every Beginning Golfer Makes

24. Here's What You Don't Know About [Topic]

Examples:

- Here's What You Don't Know About Successfully Training for a Marathon
- Here's What You Don't Know About Getting a Great Deal on a New Car

25. [Number] Proven Strategies for [Getting a Result]

Examples:

- 15 Proven Strategies for Improving Your Website's Usability
- Seven Proven Strategies for Writing Content That Keeps Your Readers Hanging on Your Every Word

Conclusion

There you have it – 25 templates you can use to create titles for all your content. To make sure you get the perfect title for your most important projects, play around with all these templates until you create the best title. You'll be glad you did!