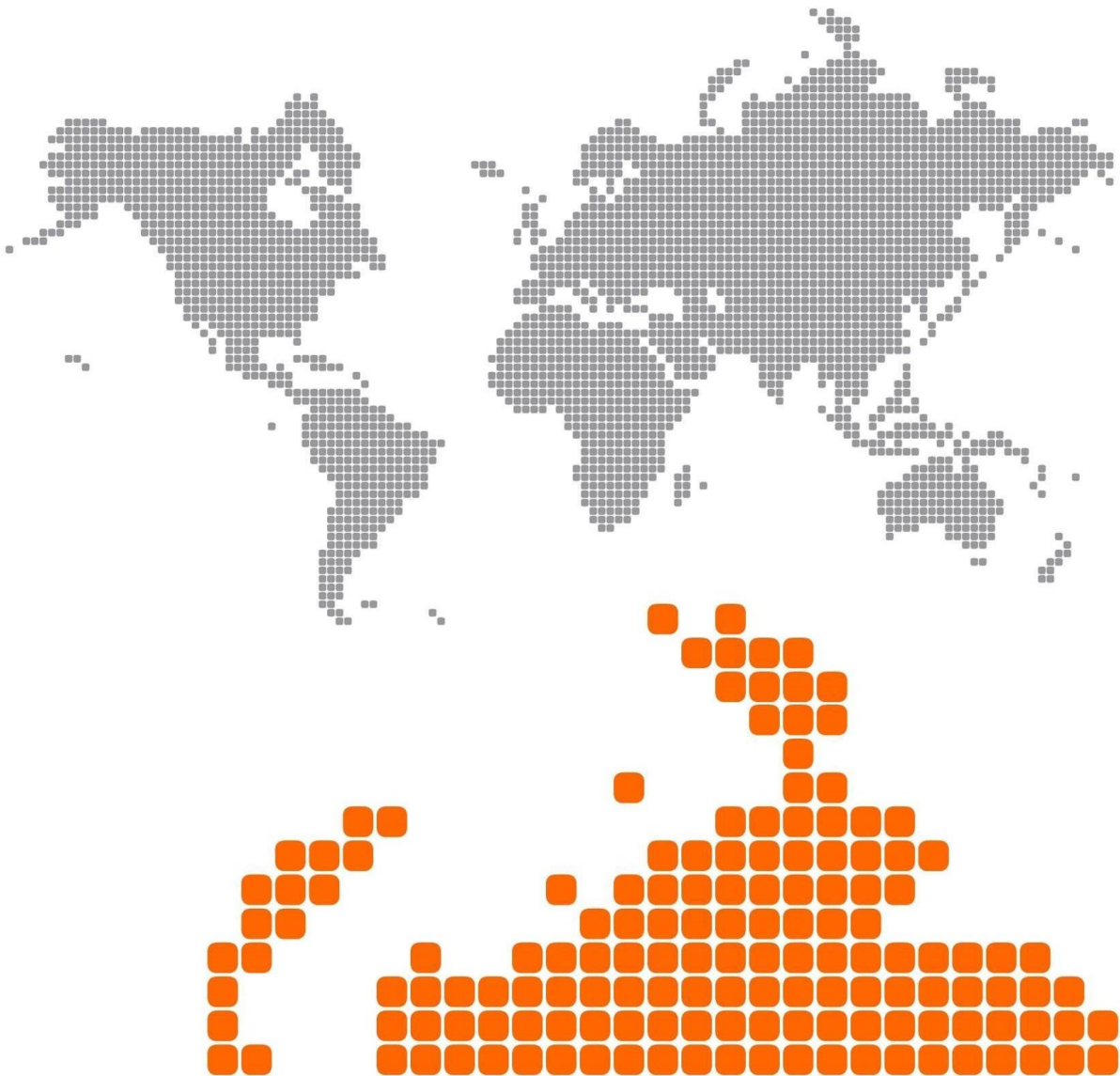


DCincome.com

16 Copy and Paste Headline Templates



Use This Proven Cheat-Sheet to Get 2-3x More FREE Traffic, Greater Google Visibility, and New Patients Without Spending Money

PDF

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16 COPY AND PASTE HEADLINE TEMPLATES

“The written word is the strongest source of power in the universe.”
-- Gary Halbert (Legendary copywriter)

Hi Doc... You've made a great decision to download this free PDF. You'll want to use this guide for reference each and every time you create an article or blog post. This will ensure you MAXIMIZE your effectiveness and get the most visibility.

I use all kinds of stuff to get motivated and inspired to think of new posts and headlines. You can use some of these tips below to create compelling headlines that suck-in prospective new patients like a high-powered vacuum.

- ✓ Keep a list of running article topics. I have an entire archive of ideas and headlines that I've created that I can pull from whenever I want. You'll want to do the same. You never know when a great idea may surface!
- ✓ Browse your favorite health blogs and scout for possible ideas. (Dr. Joe Mercola at Mercola.com has great headlines for blog and article posts. You can model and tweak much of what you see. Get on his newsletter to get some great ideas for headlines).
- ✓ Tweet, Instagram, or Facebook your audience for ideas.
- ✓ See what questions you're getting asked the most in your chiropractic office then write a blog post around every question, providing the answer.

Sometimes you just need a really good hook, though. You know, a fresh and unique title.

The truth is, when you create powerful headlines for blog posts and articles, people will be 10x more likely to click on your post to that of your competitors, EVEN IF you're not ranked #1 on Google.

This is a little known secret you can use to literally swipe traffic from others for free. The person that masters creating compelling headlines will get more visitors at the #2 or #3 spot on Google than his / her competitor at #1.

Keep in mind that you can have the best, most helpful content in the world but if you cannot get people to click-through to see it, then it really doesn't matter.

Right now, you get the unfair advantage and a leg-up on every other chiropractor in your local market. Below are copy-and-paste blog post templates that you can use as your own.

1. The “before” you do something blog post or article.

These always pull clicks like crazy due to the consumer friendliness associated and/or implied negativity. When people see posts like this they think they should read this BEFORE doing anything else.

Pretty simple stuff, but highly effective at getting your content read. See examples below.

- Before you Visit a Chiropractor, READ THIS FIRST
- Don't Visit an Atlanta Dentist Until You Watch This
- Thinking of Weight Loss Surgery? Read This First

The posts in this category should be written in a non-biased, consumer friendly format. You might point out some frequently asked questions or pros and cons associated with the topic. Then, at the end of the post, you can steer them to your solution.

2. Make a predictions post.

These can be really fun, especially towards the end of the year or the beginning of a new year.

Take a look at what's happening in your local or national niche market. What's hot? What are the current trends? And create a blog post around those with your predictions for the New Year.

Not only are these types of posts a TON of fun but they also position you as a leader in your market.

So get-out the crystal ball and publish your predictions! See examples below:

- 5 Health Trends to Be Aware of in 2016
- 7 Breaking-through Nutrition Predictions for the New Year

3. Things You Might Not Know About Me

This is a strategic blog post that every serious professional should do.

One of the fastest ways to start truly engaging with your community is to give them a peek behind the curtain. Let them see who you are beyond your practice / business.

The fact is that we are living through the humanization of business and people are extremely interested in the person behind the business itself.

More than ever... we crave relationships.

People don't want cheesy marketing messages... they want YOU.

Your story... Your life... Your own unique personality infused into everything you do. Your readers will be attracted to your weird quirks because they make you human.

When you're flawed, you're real. That's one of the biggest pieces of advice I could give you at present.

Give people a peek behind the curtain.

- 5 Things I've Never Told You
- My Birthday and the Shenanigans that Followed
- 32 Life Lessons I've Learned in 32 Years of Living

Being in practice is about having a human connection. The only way to truly connect is by being completely you. Your emails, your videos, your articles, and every piece of content should be branded with your own, unique personality.

4. Why I Don't Do (fill in the blank)

People absolutely love controversy. That's why the news channels thrive on 'bad' news. Kind of concerning but knowing this can help you instantly increase your email open rates, blog click-through rates, improve your headlines, and get your articles read.

One of my favorite ways to do this is to use the headline:

Why I Don't Do _____

You can use this same strategy on your own blog. See examples below:

- Why I Don't Do Diets
- 5 Reasons I Don't Do Network Marketing
- 7 Reasons I Don't Take Prescription Drugs

This one is an instant winner when used properly. Plus, it's just a lot of fun! People are looking for something cool, unique, and different.

By providing them with something valuable AND entertaining, you'll be the one that gets read.

5. (Famous Person's Guide) to _____

Another great place to get article ideas is to tap into the media. Take what's hot right now in the news and tie it into your local or national marketplace.

Here are a few examples:

- Dr. Oz's Guide to Back Pain Management
- The Justin Bieber Guide to Dating
- Jack LaLanne's 'Secret' to Restoring Your Health Naturally
- The Joe Montana Guide to Staying in Shape with Chiropractic

Tap into the hot topics that are ALREADY inside the mind of your prospective or current patient.

6. Case Study or Testimonial

No one can resist a good case study. It's like a good story. They do the selling indirectly so you don't have to. People love to get a behind-the-scenes look at EXACTLY how someone has achieved a certain goal or had a problem that is now solved

Some examples include...

- [CASE STUDY] Boston Resident Beats Chronic Headaches Naturally
- Charleston Back Pain Relief Testimonial
- How I Lost 25 Pounds in 4 Weeks
- How I Shot to the #1 Spot in Google in 3 Days

If you want to quickly become the market leader in your industry, showcase a few case studies and let people follow along on your journey.

7. Product Face-offs

Here's a twist on the traditional product review post. Instead of just reviewing a product – we're going to do a product showdown comparing 2 similar products / services and sharing the pros and cons of each.

Some examples might include...

- Prozac vs. Vitamin D
- Tae Bo vs. Zumba: Which is Better?
- WebMD vs. Mercola.com
- Chiropractic vs. Spinal Surgery

You're providing extra value by comparing similar (and possibly) competing products / services. Helping your reader to decide which one is best for them.

You can take this a step further by sharing how you personally are using the product. Anything you can do to get beyond the boring, overdone, traditional product review. The old ways of affiliate marketing are dying. But add your own unique twist and you'll quickly start to see the difference.

8. _____ Things You Must Do After _____

Here's a super simple one that's almost always an instant winner getting you many more clicks and site visitors. It's simple and easy to write, while entertaining your reader. It plays on our natural curiosity.

- 7 Things You Must Do after a Sports Injury
- 5 Things You Must Do After Every Gym Workout
- 3 Things You Must Do After Your First Chiropractic Adjustment

9. How _____ in (X Number of Days / Hours)

Here's another extremely powerful template that's similar to the case study / testimonial post above

- How to Straighten Your Hunchback in 10 days
- How to Get Rid of a Migraine in Just Under an Hour
- How to Lose 14 Pounds in 7 Days
- How to Get a Perfectly Tone Body in Just 14 Days

Use either one of these templates to knock-out a killer blog post when your strapped for ideas.

10. Experimental Posts

The only thing better than living an exciting life is to live vicariously through someone else's exciting life. You can bring this entertainment factor to your blog by doing experimental posts.

This is basically where you set an interesting goal for yourself and post updates on your progress over a 30-day period. Here are a few examples to get your brain rolling...

- January's Trial – Only Raw Foods
- October's Trial Results: Straight Posture by Losing Computer Addiction
- My 30 Day Weight Loss Journey
- My 30 Day Full Body Detox
- My 30 Day Chiropractic Test-Drive

11. Comprehensive Pillar Posts

This one never gets old. If you're looking to establish a powerful presence online. It helps you stand-out fast about the rest. A 'pillar' article is generally longer than the traditional blog post (1,000+ words). This sort of flagship content is a comprehensive article dripping in value.

Building a raving local / national audience of fans online all starts with epic pillar content.

Content that makes people think. Inspires. Creates value. Provides a new perspective. Pushes people out of their comfort zones. Challenges your readers.

Because of this, people can't help but share it with others via Twitter, Pinterest Facebook, etc... So when done properly, your pillar posts should bring in a new burst of readers as well.

Here are a few examples of pillar posts:

- The Ultimate Guide to Curing Heart Disease Naturally
- 14 Steps to Getting (and Staying) in The Best Shape of Your Life
- 20+ Health Resources Every Woman Should Know About

12. (Insert Desired Outcome / Benefit) That No One Speaks About

As humans, we naturally want to listen in on "insider information." Kind of like when you were little and you tried to listen in on your mom's telephone conversations.

We love listening in when we're not supposed to. That's why this template works so well...

- 3 Proven Weight Loss Secrets No One Talks About
- Natural Blood Pressure Reduction Advice No One Talks About
- Back Pain Relief Strategies No One Talks About

13. Things I Wish I Had Done Differently

These types of posts are almost always a hit because people love to read about other's 'mistakes'. Plus, they provide a ton of value for your readers and help them to avoid common pitfalls.

Give your readers a look behind-the-curtain. Be authentic and transparent and people will love you for it.

Some example headlines might include:

- 10 Important Health Lessons I Learned in 2016
- 7 Weight Loss Secrets I Wish I Knew a Year Ago
- 3 Things I Wish I Knew Before Seeing a Chiropractor in Detroit

14. The Tools of the Trade

Give people a behind-the-scenes look at the tools you use in your business. People love these types of posts. If you want to take it one step further, shoot a video of your office. You'll create instant engagement with your readers.

Here are a few example headlines you could use...

- The Top 3 Chiropractic and Rehab Techniques I Use in Practice
- 7 Chiropractic Tools I Couldn't Live Without
- 10 Must-Have Natural Health Books
- [LIVE Video] A Look Inside My Seattle Office

15. Ask / Involve the Individual Reading Your Content

Engagement is quickly becoming one of THE most important marketing metrics in business and on Google. All of your content should be a reflection of the wants, needs, desires, and frustrations of your reader.

There are LOTS of different ways to do this. You can create an "Ask the Reader" type post where you ask an engaging question and start interacting in the

comments. Or you can challenge your readers to achieve a specific goal that month and report back with their results.

Here are a few examples:

- Ask the Readers: What's the Most Effective Thing You've Done to Lose Weight Year?
- Reader Challenge Roundup: Create a YouTube Video About _____
- Announcing The Health Blog Project: Increase your Energy Naturally

16. Shatter Industry Myths

Every industry (including ours) has its fair share of myths, legends, and misconceptions. People love nothing more than debunking common beliefs. Plus, by pointing what's wrong in your industry, you also position yourself as a leader.

Some examples here might include:

- 7 Lies You've Been Told About Chiropractic
- Why Medication Doesn't Cure Back Pain (and what to do instead...)
- Top 3 Dieting Myths Shattered

Talk about what's wrong in your industry. Nothing gets more attention than controversy. But you must do it right. Debunk with style :)

*****BONUS Title Example*****

Comment on Industry Gossip

Every industry has its own circle of gossip. Writing about these hot topics is one of the best ways to increase readership and tap into the conversation that's already taking place in the mind of your potential patient / customer.

You can get your fill of juicy gossip browsing the major news sites, in related forums, related blogs, and in your inbox. This sort of timely 'news' (i.e. gossip) makes for great content.

- New Fad Diets to Watch-out For
- The Real Truth About Vioxx
- Where is the US Healthcare System REALLY Headed?
- (Famous person) on such-and-such health regimen or diet

Part of positioning yourself as an authority is staying ahead of the trends within your community. If you can be the first to report on relevant trends that are impacting your industry, then people will literally “tune” into your station to make sure they stay updated.

Take a stand on the issue and help guide your reader to make an informed decision.

The blog / article post ideas above will make you stand out from the crowd, get your content noticed every time above competitors, and flood your site with more traffic so you’re looked at as the go-to expert.

Best Places to Get Premium Content Written

<http://ContentDivas.com>

<http://WriterAccess.com>

<http://SixDegreesContent.com>

If you’re interested in learning the best copywriting practices, check this advanced training by Yanik Silver. It contains a reference library and “swipe file” complete with fill-in-the-blank formulas, templates plus copy-and-paste examples.

<http://DCincome.com/blog/copywriting>

If you have other products you sell on your website and are in search of high converting sales letter templates that are mostly done-for-you, see below.

<http://DCincome.com/blog/InstantSales>

Or

You can go to Upwork.com to research, find, and compare different writers. This option takes a little more time but can also be worth it. Always look at user feedback and in the writer’s portfolio to see the quality of work.

Hopefully, you found a tremendous amount of value in this powerful document. If you’re truly serious about reaching and serving more patients while generating dramatically more revenue in your practice, **YOU MUST MASTER** the art of writing compelling headlines to grab attention!

This is such a **HUGE** piece of the social media marketing puzzle that most chiropractors simply overlook.

If you want to stand-out in a big way online, use this cheat sheet to create irresistibly magnetic titles that attract people to click your links and devour your content. Deviate from these templates at your own risk!

Here's what to do next.

I need your help. Chiropractic has been VERY good to me over the years, which is a big reason why I enjoy giving back to the community so much. You see, the more doctors that prosper and become widely recognized, the more positive exposure and abundance the profession experiences.

If you would, please share this document with other chiropractors to help them be more effective online. Unfortunately, we didn't get this communication and marketing training in school, yet it's so CRITICAL in order to thrive.

I look forward to hearing your success story when you implement these attention grabbing titles.

Dedicated to your success,

- Dr. Matthew Loop

PS - If you liked this content, you haven't seen anything yet! I want to personally invite you to join over 7,500 chiropractors that currently use our famous *Social Media Elite* practice-building program.

Our top clients get over 30 new patients per month from social media sites like Facebook, YouTube, Twitter, Google, Pinterest, Instagram, etc. This shows you what's actually possible when you have reliable systems in place.

You can learn more and see what so many doctors are raving about at <http://DCincome.com/go>

PPS - If you're seeking one-on-one mentorship, a more aggressive marketing plan, more accountability to ensure follow through, you might qualify for private coaching. Currently there's a 3 month waiting list.

Complete the application and you'll be contacted for an interview once a spot opens. You can find more details at <http://DCincome.com/blog/coaching>

If accepted as a coaching client, you'll receive complementary access to all of our best-selling programs including *The Webinar Marketing Blueprint*, *Social Media Elite*, and one free ticket to the *Social Media Revenue Summit™* held in Atlanta.

PPPS – If you're ready for the ultimate VIP / custom experience and want to partake in our most advanced training program here in Atlanta, check-out the exclusive *Total Immersion Day* at <http://DCincome.com/blog/total-immersion-day>