Funnels That Sell
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SWIPE FILE - PDF

50 High-Converting Headlines - Swipe File

50 tested headline formulas with worked examples for coaches, trainers and experts - sorted by the job they do.

50 HEADLINES | 7 CATEGORIES | FORMULA + EXAMPLE

Steal the formula, swap in your promise. Test two at a time - the data beats your taste.

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How To Use This Swipe File

A headline has one job: make the right person say 'that's for me' in under 3 seconds. Below: 50 formulas in 7 categories, each with a worked example for the coaching niche. Find your category, steal the formula, swap in YOUR promise.

Headline anatomy (the part beginners skip)

- [ ] **Specific beats clever. 'Land 5 clients in 90 days' outperforms 'Unlock your potential' - every test, every time.**
- [ ] **One idea per headline. Stacking two promises dilutes both.**
- [ ] **Speak to ONE person. 'You' is the most powerful word in marketing. 'Coaches' narrows it further.**
- [ ] **The pain is the hook, the outcome is the promise, the mechanism is the proof. A headline can carry two of the three - never zero.**
- [ ] **Write 10, publish the best 2. Your first headline is rarely your best - it's just your first.**

#	Category	Use when
1	Outcome-Driven	The reader knows their problem; sell the destination
2	Problem-Agitate	The reader feels the pain daily; twist the knife gently
3	Curiosity	Cold audiences who need a reason to stop scrolling
4	Proof & Numbers	You have real results; let them do the talking
5	Objection-Handling	The market is skeptical (burned by courses before)
6	Time & Speed	Your reader's biggest fear is 'it takes too long'
7	Identity & Belonging	Tribal niches where 'people like us' matters

CAT 1 Outcome-Driven - 10 headlines

The workhorse category. Clear promise + timeframe + no fluff. If in doubt, start here.

#	Formula	Worked example
1	Land [N] [ideal clients] in [timeframe]	Land 5 paying coaching clients in the next 90 days
2	[Result] - without [the painful alternative]	Fill your calendar - without posting daily or cold DMs
3	The [adjective] way to [result]	The boring-but-reliable way to get 10 leads a week
4	How to [result] even if [biggest doubt]	How to sell high-ticket offers even if you hate selling
5	Turn [input] into [output]	Turn your expertise into a client-getting funnel
6	[Result] in [timeframe] - guaranteed, or [reassurance]	Booked calls in 30 days - or we work free until they come
7	Get [result] without [thing they fear]	Get coaching clients without dancing on Reels
8	Finally, a [thing] that actually [does the job]	Finally, a funnel system that actually converts strangers into clients
9	[N] steps to [result]	5 steps to a funnel that books calls while you sleep
10	[Result], on repeat	Booked-out months, on repeat - the system behind 120+ coaches

CAT 2 Problem-Agitate - 8 headlines

For readers who feel the pain but misdiagnose the cause. Name the REAL problem.

#	Formula	Worked example
11	Why [desired result] keeps failing (it's not [assumed cause])	Why your coaching business keeps stalling (it's not your content)
12	The real reason you're not [result]	The real reason great coaches stay fully booked... except you
13	[Thing they do daily] is quietly killing your [asset]	Posting every day is quietly killing your growth
14	You're not bad at [skill]. You're missing [system].	You're not bad at selling. You're missing a funnel.
15	Stop [common futile action]. Do this instead.	Stop chasing followers. Do this instead - 200 right people is enough.
16	The [adjective] truth about [topic]	The uncomfortable truth about why your DMs stay quiet
17	What [result] costs when you don't have [system]	What 'I'll figure out marketing later' actually costs: 6 figures a year
18	Everyone tells you [advice]. Here's why they're wrong.	Everyone says 'build your brand first.' Here's why that advice keeps you broke.

CAT 3 Curiosity - 7 headlines

Cold audiences, ads, and social posts. Open a loop the reader must close.

#	Formula	Worked example
19	The [N]-word subject line that got [X]% opens	The 3-word subject line that got 71% opens
20	I analysed [N] [things]. Here's the pattern.	I analysed 40 coaching funnels. The winners all do this one thing.
21	The [adjective] mistake hiding in your [asset]	The invisible mistake hiding in your landing page
22	What [successful group] know that you don't	What fully-booked coaches know about marketing that you don't
23	This [small thing] changed everything	This one spreadsheet changed how I price coaching forever
24	Nobody talks about this [topic] shortcut	Nobody talks about this follow-up window (and it's where the money is)
25	The question that reveals your funnel's biggest leak	One question reveals your funnel's biggest leak - answer it honestly

CAT 4 Proof & Numbers - 8 headlines

When you have receipts. Specific numbers are credibility you cannot fake.

#	Formula	Worked example
26	How [client] went from [before] to [after] in [time]	How Sana went from 2 to 11 clients in 4 months
27	[N] coaches, one system, [result]	120 coaches, one funnel system, 14 niches - same pattern
28	From [embarrassing number] to [impressive number] in [time]	From 3 leads a month to 214 - the exact rebuild
29	The [X]% stat that changes how you [activity]	The 12% stat that changes how you should post forever
30	Case study: [result] without [common requirement]	Case study: 18 booked calls without spending a rupee on ads
31	[N] days, [N] changes, [result]	45 days, 4 changes, 3x opt-ins - the full teardown
32	We tested [N] [things]. Only [N] worked.	We tested 11 headline formulas. Only 3 survived.
33	[Client type] pay us [price] for this process. Here it is free.	Clients pay $2K for this funnel audit. Here's the checklist free.

CAT 5 Objection-Handling - 6 headlines

Skeptical markets - especially audiences burned by gurus and courses.

#	Formula	Worked example
34	[Result] without [thing they're tired of]	Real clients without the content-hamster-wheel
35	No [excuse 1]. No [excuse 2]. Just [result].	No ad budget. No big audience. Just a funnel that books calls.
36	Can you [result] if [their situation]? (honest answer)	Can you fill a coaching practice with 200 followers? Honest answer inside
37	Why [cheap alternative] fails for [their goal]	Why 'just use Canva templates' fails for high-ticket coaching
38	If you've been burned by [industry thing], read this	If a 'funnel expert' burned you before, read this before hiring anyone
39	The [N]-minute [thing] for [busy person]	The 20-minute funnel fix for coaches with zero spare time

CAT 6 Time & Speed - 5 headlines

When the reader's real fear is opportunity cost: 'I don't have months for this.'

#	Formula	Worked example
40	[Result] in [short time] - here's the exact plan	Your first funnel live in 14 days - here's the day-by-day plan
41	The [timeframe] sprint to [result]	The 30-day sprint from invisible to fully booked
42	[Result] by [specific date] if you start today	Booked calls by December 1st if you start this week
43	Do this tonight, [small result] by tomorrow	Do this tonight, see cleaner leads by Friday
44	The [N]-day challenge that fixes [problem]	The 7-day challenge that fixes your follow-up gap forever

CAT 7 Identity & Belonging - 6 headlines

Tribal niches. 'People like us do things like this' is the strongest force in marketing.

#	Formula	Worked example
45	For [niche] who [aspiration] (not [contrasts])	For coaches who want a practice, not a popularity contest
46	You became a [identity] to [mission]. Not to [drudgery].	You became a trainer to change lives. Not to chase algorithm updates.
47	The [identity]'s guide to [result]	The introvert's guide to selling high-ticket coaching
48	[Identity] don't [behavior]. They [behavior].	Fully-booked coaches don't post more. They capture better.
49	What separates [top group] from [rest]	What separates the top 5% of coaches from everyone else (it's not talent)
50	Join [N] [identities] who [result]	Join 120+ coaches who replaced hustle with a system

Before You Publish: The Headline Checklist

- [ ] **The 3-second test: would a stranger know WHO this is for and WHAT they get? If not, rewrite.**
- [ ] **Specificity score: does it contain a number, a timeframe, or a named method? Two out of three minimum.**
- [ ] **The whisper test: say it out loud. Would you actually say this sentence to a client? If not, it's copywriter-speak.**
- [ ] **Honesty check: can you prove every claim in the headline inside the page? Over-promising kills trust permanently.**
- [ ] **One idea only: if you used 'and', consider splitting into two headlines and testing.**
- [ ] **Match the traffic temperature: curiosity for cold, proof for warm, offer clarity for hot.**

How to test (without overthinking it)

- [ ] Pick 2 headlines from the SAME category that made you feel something.
- [ ] Run them against each other for 2 weeks minimum (organic posts, or a small ad split test).
- [ ] Judge on the ACTION metric (opt-ins / clicks), not likes or comments.
- [ ] Keep the winner. Challenge it with a new challenger after 2 weeks. This is how headlines compound.

Want the headlines, the pages AND the funnel built for you?

Funnels That Sell - funnelsthatsell.com/booking.php

Part of the free Funnels That Sell resource library. Pair with the Landing Page Copy Template - these headlines slot straight into Section 1.