

5 Sales Page Headline Formulas That Convert

Your headline is the first — and sometimes only — thing your buyer reads. Make it count.

1

"How to [Outcome] Without [Obstacle]"

e.g. "How to launch your first digital product without a big audience." Removes the #1 objection upfront.

2

"Finally: A [Product] That Actually [Benefit]"

e.g. "Finally: A sales page template that actually sounds like you." Speaks to past disappointments.

3

"[Number] [People] Use This to [Result]"

e.g. "Over 2,000 creators use this to write email sequences in under an hour." Social proof in the headline.

4

"What If You Could [Dream Result] Starting Today?"

Opens with possibility, not features. Sells the transformation before the product.

5

"The [Timeframe] Method to [Desired Outcome]"

e.g. "The 20-minute method to write product names that sell." Specificity builds credibility instantly.

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