

15 Headlines To Attract High-Level Clients

How to attract high-level clients who are excited to work with you, who pay on time, and who align with your values.

What To Expect

Have you heard of the old marketing acronym called **AIDA**?

It stands for:

Attention

Interest

Desire

Action

That first “A” - “Attention,” is the key to writing effective copy.

Nowadays people’s attention spans are shorter than that of a goldfish. That’s why it’s more important now than ever before to grab your reader’s attention.

Because if you don’t grab the reader’s attention... nothing else matters.

So how do you grab someone’s attention?

AND, in a non-douchey way (Example: not making fake claims or sounding like every other internet-marketer-person—Blah!)

Writing effective headlines will grab your reader’s attention and motivate them to read on.

I’m going to share with you 15 easy high-level client headline templates to help increase the amount of eyeballs that keep reading. This will help you attract high-level clients who are excited to work with you, who pay on time, and who align with your values.

Next time you’re writing a headline, subject line, or first line of your copy, practice using one of these headline templates.

About Jennifer Hudy



Jennifer is the founder of Conscious Copy & Co., the go-to copywriting agency & training company. They help successful entrepreneurs and business owners who have a proven product or service communicate their message in a clear and compelling way. Tens of millions of people have taken action on the copy written by Jennifer and her team. Her clients include household names like Strategic Coach, Joe Polish, Dean Graziosi, Eben Pagan Training, Brendon Burchard, Sally Hogshead, Cameron Herold, and many others. She's founded/co-founded 4 businesses, spoken on stages alongside Lewis Howes, Russell Brunson, Joe Polish, Dan Sullivan, and many others, all by the age of 25. Many refer to Jennifer as the modern-day muse for entrepreneurial leaders, helping them get clear of the message they are here to share so they can motivate their ideal clients to take action and make a massive impact.



15 High-Level Client Headlines

1. How To [Get What They Want] Without [Having To Do Something They Don't Want To Do], Even If [An Objection They Have]

➔ **Example:** How To Get More High-Value Clients Without Having To Increase Your Lead Flow, Even If You're Not Sure Where To Find Them

2. Discover The Step-By-Step Way To Get [Ultimate Benefit], Using A Brand New [Method/Process], So You Can [Benefit]

➔ **Example:** Discover This \$4.5 Billion Dollar Hedge Fund Manager's FUTURE PROOF FORMULA For How To Identify, Buy & Market STR Properties So You Can Maximize Financial Return With Minimal Risk

3. Have You Ever Wanted To [Get Something They Want]?

➔ **Example:** Have You Ever Wanted To Write Copy That Was Profitable But Didn't Come Off As "Sales-y?"

4. FINALLY, A Proven Way To [Get Result They Want] In Only [Timeframe], Using [Method]

➔ **Example:** FINALLY, A Proven Way To Get More Lifetime Patients, In Only 45 Days, Using The “Lifetime Practice Blueprint” Method

5. How To [Eliminate Pain] Without [More Pain]

➔ **Example:** How To Lose 33 Pounds Of Fat Without Torturous Fad Diets Or Exercise Trends

6. How To [Turn Problem Into Benefit]

➔ **Example:** How To End The Constant Worry About Money, Using The Profound Technique That Helped Me Pay Off Over \$1 Million In Debt, Create More Freedom, And Live A Fulfilling Life

7. 10 Mistakes Most [Ideal Clients] Make [In Situation]... (And What To Do About It)

➔ **Example:** 10 Mistakes Most Health Coaches Make When Trying To Attract Their Ideal Clients Online... (And What To Do About It)

8. How [Ideal Client] Can [Achieve Desired Outcome], [Quicker, Easier, Faster] Without [Something They've Tried or Heard], Even If [Worst Case Scenario]

➔ **Example:** How Chiropractors Can Get More Cash-Based Patients Quickly, Without Using Costly Advertising, Even If You're A Brand New Provider Who's Just Getting Started

9. Discover The [Opportunity] That's [Hidden In Plain Sight]

➔ **Example:** Discover The Untapped Leads That Are Already In Your Network, Or Hidden In Your Social Media Following

10. Are You Making These [Costly/Newbie/Amateur Mistakes] In [Industry]?

➔ **Example:** Are You Making These Often Overlooked Mistakes When Writing Your Sales Copy?

11. The Secret To [Getting What They Want], So [What That Means To Them]

➔ **Example:** The Secret To Attracting Only The Most Qualified Leads, So Your Calendar Is PACKED With People Who Are Basically Begging To Give You Their Money

12. 5 Mistakes To Avoid When [Something They Do, Or Want To Do]

➔ **Example:** 5 Mistakes To Avoid When Promoting Your Very First Webinar

13. Ask A Question

➔ **Example:** Ready To Finally Raise Your Prices?

14. Now You Can [Do Something They Want] Within [Timeframe], Even If [Objection], Or [Objection]

➔ **Example:** : Now You Can Create A Complete Marketing Strategy That's Proven to Work, Even If You Don't Know Where To Start, Or Don't Know What Your "Message" Is

15. X Questions To Ask Before You [Do Something They Want]

➔ **Example:** 7 Questions To Ask Before Hiring A Copywriter

What To Do Next

As the go-to copywriting agency and training company, Conscious Copy & Co has helped hundreds of business owners and entrepreneurs in the online business space with their marketing and copy so they finally get their products/services out into their world.

Here are 3 ways we can help you create profitable marketing & copy that infuses your message and gets your potential clients to take action:

1. Copy That Connects and Converts... daily, [click here](#).

Let's connect on social. There's a real human behind these words, and I'm over on Instagram to provide daily value-packed content (and some mediocre jokes for your entertainment) that will help you create a message and copy that stands out. Follow me there and shoot me a DM. I'd love to connect :-)

2. Wondering, "How the heck do I market during these interesting times?" You're not alone! [Click here](#).

It's no doubt we're in a very delicate time in history. If you've been wondering how to communicate your message, serve your audience, and sell without coming across as insensitive or opportunistic during these times, go ahead and check out our "The Time Is Now" Messaging Course.

3. To schedule a complimentary Conscious Copy Clarity Call, [click here](#).

We'll get clear on where you currently are with your messaging, copy, and marketing funnels, as well as where you want to go, and we'll build a bridge on how you're going to get there.