

JIMMY REILLY

AI Headlines & Bullets That Convert

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Create Headlines & Bullets That Actually Convert

Thank you for downloading this guide.

You're about to get access to the exact AI prompts I use to create high-converting headlines and bullets for every sales message, VSL, and product launch.

These aren't theoretical frameworks or generic templates. These are the actual working prompts that have helped generate over \$10 million in digital product sales—refined through real campaigns, real split tests, and real market feedback.

Why Headlines and Bullets Matter More Than You Think

Here's the reality of direct response marketing:

Your headline determines whether anyone reads your sales message. Your bullets determine whether they want what you're selling.

You could have the best product in the world, a killer guarantee, an unbeatable offer—but if your headline doesn't stop the scroll and your bullets don't create desire, none of it matters.

Most sales messages fail not because the offer is weak, but because the headline never captured attention and the bullets never built enough desire to overcome inertia.

The Problem Most Marketers Face

Creating effective headlines and bullets is hard:

- You stare at a blank document wondering what angle will grab attention
- You write 5–10 variations and have no idea which will actually convert
- You default to generic benefit statements that sound like everyone else
- You either give away too much (no curiosity) or stay too vague (no credibility)
- You second-guess every word choice and waste hours on a single headline

Meanwhile, your competitor who ships faster with "good enough" headlines is making sales while you're still perfecting yours.

AI Changes the Game Completely

The prompts in this guide let you:

- Generate 15–20 headline variations in minutes instead of hours
- Create dozens of bullet options exploring different angles and triggers
- Get variations ranked by predicted conversion potential
- Test multiple psychological approaches (curiosity, fear, benefit, contrarian)
- See what copywriting legends would do with your specific offer

This isn't about letting AI write your copy while you do nothing. It's about using AI to accelerate ideation, explore more options, and identify the strongest approaches—then refining with your market knowledge and strategic insight.

What's Inside This Guide

This guide contains two comprehensive prompt templates:

Prompt 1: Generate High-Converting Direct Response Headlines

This prompt creates 20+ headline variations in different styles, using various psychological triggers, and ranks them by conversion potential for your specific avatar and offer. You'll get headlines that stop scrolling, create curiosity, and compel people to read further.

Prompt 2: Generate High-Converting Direct Response Bullets

This prompt creates 15+ bullet variations that build desire without giving everything away. Each bullet is ranked by conversion potential and includes different angles—curiosity-based, benefit-driven, fear-focused, contrarian, etc.

How To Use These Prompts

STEP 1: Choose Your AI Platform

These prompts work with any major AI tool:

- ChatGPT (GPT-4 or higher recommended)
- Claude (Sonnet or Opus models)
- Other advanced language models
- I personally use Claude for most copywriting, but any capable AI will work fine.

STEP 2: Gather Your Information First

Before using either prompt, prepare:

For Headlines:

- Clear description of your product/offer
- Detailed avatar profile (who they are, what they struggle with, what they want)
- Your main promise or transformation
- Your unique mechanism or hook
- Price point (affects headline strategy)
- Any proof points or credibility markers
- Which copywriter style you want to emulate (John Carlton, Gary Halbert, Alex Hormozi, etc.)

For Bullets:

- Specific feature or component you're bulletizing
- What it actually does (mechanics)
- The benefit or outcome it delivers
- Why your avatar cares about this benefit
- Any proof or credibility related to this feature
- Desired copywriting style

The more specific your input, the better your output. Generic information gets generic results.

STEP 3: Copy, Customize, and Paste

- Copy the entire prompt template from this guide
- Fill in ALL the bracketed sections [like this] with your specific information
- Don't leave any brackets empty—if you don't have information for a section, write "unknown" or make your best guess
- Paste the complete, customized prompt into your AI tool
- Review the output

STEP 4: Review and Refine

The AI will generate multiple options ranked by conversion potential. Here's how to use them:

For Headlines:

- Review the top 5 ranked headlines
- Don't just pick #1 blindly—read the rationale for each
- Consider your specific traffic source and avatar sophistication
- Choose 2-3 top performers to test against each other
- Use the refinement prompts if none feel quite right

For Bullets:

- Review all bullets generated, paying attention to ranking
- Look for patterns in what AI ranked highest (usually indicates strong psychological triggers)
- Select top 10-15 bullets for your sales message
- Mix different types (curiosity, benefit-driven, proof-based) for variety
- Refine language to match your authentic voice

STEP 5: Add Your Voice

AI output is typically 80-90% there. Your job is the final 10-20%:

- Adjust language to match your authentic voice
- Add specific details only you know (unique proof points, examples, results)
- Ensure bullets and headlines align with the rest of your sales message
- Test that headlines work for your specific traffic source (ad vs. email vs. sales page)
- Make sure bullets don't give away so much that curiosity disappears

STEP 6: Test Systematically

Don't guess which headline or bullets convert best:

- Run A/B tests on your top 2-3 headline variations
- Track which bullet styles get mentioned in customer feedback
- Monitor which headlines get highest CTR from ads or emails
- Refine based on actual data, not opinions
- Keep winning variations and test new challengers regularly

Pro Tips for Maximum Results:

Be Obsessively Specific: "Weight loss course" gets generic output. "Weight loss system for busy moms over 40 who've tried keto and failed" gets gold.

Reference Successful Styles: Mention which legendary copywriter's style you want (Gary Halbert for emotional, Alex Hormozi for logical, John Carlton for conversational, etc.)

Use Follow-Up Prompts: If first results are close but not perfect, use the included follow-up prompts to refine specific elements.

Generate More Options Than You Need: Create 20 headlines even if you only need 3. More options = higher chance of finding a breakthrough winner.

Match Sophistication Level: A market that's seen everything needs different headlines than beginners. Tell AI your market's sophistication level.

Test Multiple Angles: Don't just test variations of the same angle. Test curiosity vs. direct benefit vs. contrarian to see which resonates.

Save Everything: Keep all generated options. Headlines that don't work for this offer might be perfect for the next one.

What to Expect

Realistic Outcomes:

- ✓ You'll generate 10x more headline options in 10% of the time
- ✓ You'll explore angles you wouldn't have thought of on your own
- ✓ You'll have ranked options so you're testing the strongest candidates
- ✓ You'll understand WHY certain headlines should convert better
- ✓ You'll develop better copywriting instincts over time by seeing patterns

Don't Expect:

- ✗ Perfect copy with zero editing required
- ✗ Every generated option to be usable (expect 30-50% to be strong)
- ✗ AI to replace your market knowledge or strategic thinking
- ✗ First attempt to always produce the winner (iteration improves results)
- ✗ Same prompts to work equally well for every market or offer

The Real Value

These prompts don't just save time—they make you a better copywriter.

By seeing how different angles perform, which psychological triggers work for your avatar, and how legendary copywriters would approach your specific situation, you develop instincts that compound over time.

After using these prompts for a few months, you'll find yourself naturally thinking in terms of curiosity gaps, benefit-driven angles, and psychological triggers. The AI becomes training wheels that eventually help you ride faster on your own.

Your Next Step

Pick whichever prompt you need right now—headline or bullets—and actually use it. Don't just read this guide and file it away.

Take 30 minutes, gather your information, customize the prompt, and generate options. Then pick the best ones and test them.

That single session could improve your conversion rate by 20–50% or more. The difference between a 2% converting headline and a 3% converting headline is 50% more sales from the same traffic.

That's the leverage these prompts give you.

Let's create some copy that converts.

– Jimmy

P.S. – The most successful marketers I know use these prompts for EVERY sales message, email, and ad. They don't wing it or rely on inspiration. They systematically generate options, test the strongest, and let data determine winners. Make this your standard operating procedure.

Headline Creation

Prompt Collection 01

Generate High-Converting Direct Response Bullets (Ranked by Conversion Potential)
You are an expert direct response copywriter specializing in crafting irresistible benefit-driven bullets that create curiosity, desire, and urgency. I need you to create multiple bullet variations for my product that maximize conversion potential.

****PRODUCT CONTEXT:****

****Product/Offer:****

[Name and brief description of what you're selling]

****Price Point:****

[\$[Amount] - [This helps determine how aggressive/detailed bullets should be]

****Target Avatar:****

[Detailed description: Who are they? What's their situation? What do they struggle with? What do they desire? What's their experience level? What language do they use?]

****Main Promise/Transformation:****

[What's the core outcome this product delivers?]

****FEATURE TO BULLETIZE:****

****The Feature/Component:****

[Describe the specific feature, module, component, or element you want to turn into bullets]

****What It Actually Does (Mechanics):****

[Explain how this feature works or what it contains]

****The Benefit (Outcome):****

[What result or outcome does this feature deliver for the customer?]

****Why This Matters to Avatar:****

[Why does this specific avatar care about this benefit? What pain does it solve or desire does it fulfill?]

****Proof/Credibility (if applicable):****

[Any data, results, testimonials, or credibility markers related to this feature]

****COPYWRITING STYLE DIRECTION:****

****Primary Style Influence:****

[Choose from the copywriter list, or combine 2-3: John Carlton, Gary Halbert, Alex Hormozi, Jon Benson, etc.]

****Style Notes:****

[Reference their signature strength: e.g., "John Carlton's conversational rebel tone" or "Gary Halbert's emotional benefit-driven approach" or "Alex Hormozi's logical value-stacking"]

****Tone Preference:****

[Aggressive / Conversational / Authoritative / Casual / Urgent / Educational - or describe the feeling you want]

****BULLET REQUIREMENTS:****

Please create bullets that follow direct response best practices:

****STRUCTURE ELEMENTS TO INCLUDE:****

- Lead with curiosity or intrigue (don't give everything away)
- Focus on BENEFITS and outcomes, not features
- Use specific, concrete language (not vague generalities)
- Create an "open loop" that makes them want to know more
- Include emotional triggers where appropriate
- Use power words that drive action
- Keep bullets scannable (one line or short 2-line format)

****PSYCHOLOGICAL TRIGGERS TO LEVERAGE:****

- Curiosity ("The surprising reason why...")
- Fear avoidance ("What to never do when...")
- Social proof ("The same method used by...")
- Scarcity/Exclusivity ("Little-known technique...")
- Speed/Ease ("The fast way to...")
- Contrarian/Shocking ("Why [common belief] is wrong...")

****GENERATE BULLETS:****

Please create ****15 BULLET VARIATIONS**** for this feature, using different angles, hooks, and psychological triggers.

For each bullet, use this format:

****BULLET #[X]:****

[The actual bullet copy]

****Style:**** [Which copywriter style/approach this uses]

****Trigger:**** [Primary psychological trigger used]

****Angle:**** [What angle/approach this takes - curiosity, fear-based, contrarian, etc.]

****Rationale:**** [Why this might work for this avatar]

****EXAMPLE BULLET FORMATS TO INSPIRE VARIATIONS:****

(Don't copy these exactly - use them as structural inspiration)

- "The '[Descriptive Name]' method that lets you [RESULT] in [TIME FRAME] (even if [OBJECTION])"
- "Why [COMMON BELIEF] is keeping you stuck—and the counterintuitive approach that finally [RESULT]"
- "The simple [X] that eliminates [PAIN POINT] so you can finally [DESIRE] without [OBSTACLE]"
- "How to [DESIRED OUTCOME] without [COMMON SACRIFICE/REQUIREMENT] that everyone says you need"
- "The '[Intriguing Name]' technique that [IMPRESSIVE RESULT]—discovered by [AUTHORITY/CREDIBILITY]"

- "What [AUTHORITY/GROUP] know about [TOPIC] that [AVATAR] are never told"
- "Page [X]: The [shocking/surprising/little-known] [THING] that [RESULT]" [if referring to specific location in product]
- "The 'backwards' approach to [PROBLEM] that [UNEXPECTED BENEFIT]"
- "Why trying to [COMMON APPROACH] makes [PROBLEM] worse—and what to do instead"
- "[NUMBER] [THING] that [RESULT] faster than [ALTERNATIVE METHOD]"

****AFTER GENERATING ALL 15 BULLETS, PROVIDE:****

RANKED BY CONVERSION POTENTIAL

Rank all 15 bullets from highest to lowest conversion potential for THIS specific avatar and offer.

****TOP TIER (Highest Conversion Potential)****

****#1. [BULLET]****

****Why This Will Convert Best:**** [Detailed explanation of why this bullet is most likely to drive sales for this specific avatar – what psychological triggers it hits, what pain/desire it addresses, why the angle resonates]

****#2. [BULLET]****

****Why This Ranks High:**** [Explanation]

****#3. [BULLET]****

****Why This Ranks High:**** [Explanation]

****MID TIER (Strong Performers)****

****#4-8. [LIST BULLETS]****

****Why These Are Solid:**** [Brief explanation of what makes these strong but not top-tier]

****LOWER TIER (Worth Testing)****

****#9-15. [LIST BULLETS]****

****Why These Rank Lower:**** [Explanation of why these are less likely to convert, but still worth having as options]

STRATEGIC RECOMMENDATIONS

Best Bullets for Different Contexts:

For Email Subject Lines or Preview Text:

- [Bullet #X] - [Why it works in this context]

For Sales Page "What's Inside" Section:

- [Bullet #X, #X, #X] - [Why these work together]

For VSL Script (Verbal Delivery):

- [Bullet #X] - [Why this works spoken aloud]

For Social Media Ads:

- [Bullet #X] - [Why this grabs attention in feed]

For Affiliate Promotional Emails:

- [Bullet #X] - [Why affiliates can use this effectively]

A/B TESTING RECOMMENDATIONS:

Test This First:

- Bullet #1 vs. Bullet #2
- [Explain what this test would reveal about the avatar's triggers]

Second Priority Test:

- Bullet #3 vs. Bullet #5
- [Explain what insight this provides]

VARIATIONS FOR DIFFERENT SOPHISTICATION LEVELS:

For Beginners/Newbies:

[Which bullets work best and why - typically simpler, more foundational]

For Intermediate:

[Which bullets resonate with somewhat experienced - typically focusing on shortcuts or efficiency]

For Advanced/Experienced:

[Which bullets appeal to veterans - typically contrarian or advanced strategies]

RED FLAGS TO AVOID:

Based on this avatar and offer, here are bullets that would NOT work:

- [Type of bullet that would fail] - [Why it would backfire]
- [Approach to avoid] - [Why this doesn't match avatar psychology]

OPTIMIZATION SUGGESTIONS

****To Make These Bullets Even Stronger:****

1. [Specific suggestion for improving impact]
2. [Element to add for more credibility]
3. [Way to increase curiosity without being vague]
4. [Method to make benefit more tangible/specific]

****Additional Features/Benefits That Would Make Great Bullets:****

[If you see opportunities in the product that aren't being bulletized, suggest them]

- [Feature/benefit that deserves its own bullet]
- [Overlooked element that could be compelling]

COMPLETE BULLET SET FOR IMMEDIATE USE

****FINAL DELIVERABLE - TOP 10 BULLETS (READY TO COPY/PASTE):****

Based on everything analyzed, here are the top 10 bullets ranked and ready to use in your sales copy:

1. [Bullet - polished final version]
2. [Bullet - polished final version]
3. [Bullet - polished final version]
4. [Bullet - polished final version]
5. [Bullet - polished final version]
6. [Bullet - polished final version]
7. [Bullet - polished final version]
8. [Bullet - polished final version]
9. [Bullet - polished final version]
10. [Bullet - polished final version]

These are ordered by conversion potential and ready to drop into your sales page, VSL script, email sequence, or promotional materials.

Headline Creation

Prompt Collection 02

Generate High-Converting Direct Response Headlines (Ranked by Conversion Potential)
You are an expert direct response copywriter specializing in crafting headlines that stop scrolling, command attention, and compel prospects to read further. I need you to create multiple headline variations that maximize conversion potential for my specific offer and avatar.

****PRODUCT CONTEXT:****

****Product/Offer:****

[Name and brief description of what you're selling]

****Product Type:****

[Course, software, system, coaching, physical product, etc.]

****Price Point:****

[\$[Amount]] - [This affects headline strategy - higher prices need more sophistication]

****Target Avatar:****

[Detailed description: Who are they? Current situation? What do they struggle with daily? What keeps them up at night? What do they desperately want? Experience level? Age/demographics? Language they use?]

****Main Promise/Transformation:****

[What's the ultimate outcome this product delivers? What changes from before to after?]

****Unique Mechanism/Hook:****

[What makes your approach different? What's the "secret," system name, or unique method? Why does this work when other things haven't?]

****Biggest Pain Point:****

[What's the #1 problem this solves? What pain is most acute?]

****Strongest Desire:****

[What do they want more than anything related to this problem?]

****Main Objection/Skepticism:****

[What makes them doubt this will work for them? What have they tried before that failed?]

****KEY BENEFITS TO EMPHASIZE:****

****Benefit 1:**** [Specific outcome/result]

****Benefit 2:**** [Specific outcome/result]

****Benefit 3:**** [Specific outcome/result]

****Speed/Time Element:****

[How fast can they get results? Hours, days, weeks?]

****Ease Factor:****

[What makes this easier than alternatives? No experience needed? Simple? Automated?]

****Proof/Credibility:****

[Any impressive results, testimonials, authority, or social proof that could strengthen headline]

****COPYWRITING STYLE DIRECTION:****

****Primary Style Influence:****

[Choose 1-3 from: John Carlton, Gary Halbert, Eugene Schwartz, Dan Kennedy, Alex Hormozi, Jon Benson, David Ogilvy, Joe Sugarman, Clayton Makepeace, Stefan Georgi, or describe style: aggressive, conversational, authoritative, story-driven, etc.]

****Style Notes:****

[What specifically about their approach: "Gary Halbert's emotional benefit-driven approach with strong curiosity," "Alex Hormozi's logical value-stacking with bold claims," "John Carlton's rebel conversational tone," etc.]

****Tone Preference:****

[Aggressive / Bold / Conversational / Authoritative / Casual / Urgent / Educational / Contrarian]

****CONTEXT & PLACEMENT:****

****Where Will This Headline Appear:****

[Sales page, VSL opening, email subject line, ad headline, landing page, webinar title, etc.]

****Traffic Temperature:****

[Cold (never heard of you) / Warm (aware of problem/niche) / Hot (familiar with you/actively searching)]

****Competitive Landscape:****

[What headlines are competitors using? What's become cliché in this market?]

****HEADLINE REQUIREMENTS:****

Create headlines following direct response best practices:

****STRUCTURAL ELEMENTS:****

- Command immediate attention (stop the scroll)
- Speak directly to the avatar's situation
- Focus on the BENEFIT/OUTCOME, not the product
- Create curiosity or intrigue (what's the mechanism?)
- Be specific and concrete (not vague)
- Imply proof or credibility where possible
- Match market sophistication level
- Avoid overused clichés in this niche

****PSYCHOLOGICAL TRIGGERS TO CONSIDER:****

- Curiosity (mysterious mechanism)
- Fear/Pain avoidance (what they escape)
- Greed/Gain (what they get)
- Speed (how fast they get it)
- Ease (how simple it is)
- Exclusivity (who can access this)
- Authority (who backs this)
- Social proof (who else succeeded)
- Contrarian (why common belief is wrong)
- Identity shift (who they become)

****HEADLINE FRAMEWORKS TO EXPLORE:****
(Don't limit to these - use as inspiration)

- "How to [DESIRED RESULT] in [TIME] without [OBJECTION/SACRIFICE]"
- "[NUMBER] [Method/Secret/Way] to [RESULT] (even if [OBJECTION])"
- "The [Descriptive] [Thing] that [IMPRESSIVE RESULT]"
- "Why [COMMON BELIEF] Is Wrong and What to Do Instead"
- "Discover the [Mechanism] That [RESULT]"
- "[AUTHORITY] Reveals [SECRET] That [RESULT]"
- "The Secret to [RESULT] That [AUTHORITY GROUP] Don't Want You to Know"
- "Warning: [MISTAKE] Will Destroy Your [GOAL]"
- "Do You Make These Mistakes in [AREA]?"
- "Finally, [RESULT] Without [COMMON REQUIREMENT]"
- "The Lazy Way to [RESULT]"
- "[AVATAR TYPE]: Here's How to [RESULT]"

****GENERATE HEADLINES:****

Please create ****20 HEADLINE VARIATIONS**** using different angles, hooks, triggers, and frameworks.

For each headline, provide:

****HEADLINE #[X]:****
[The actual headline copy]

****Subheadline (if beneficial):****
[Optional supporting line that clarifies or amplifies]

****Style:**** [Which copywriter style/approach this emulates]
****Primary Trigger:**** [Main psychological trigger - curiosity, fear, greed, etc.]
****Angle:**** [What approach - benefit-focused, mechanism-reveal, contrarian, problem-focused, etc.]
****Sophistication Level:**** [Appropriate for: Market newbie / Somewhat aware / Highly sophisticated]
****Why This Could Work:**** [Brief rationale for this avatar]

****AFTER GENERATING ALL 20 HEADLINES, PROVIDE:****

RANKED BY CONVERSION POTENTIAL

Rank all 20 headlines from highest to lowest conversion potential for THIS specific avatar, offer, price point, and traffic temperature.

****TIER 1: HIGHEST CONVERSION POTENTIAL (Top 5)****

****#1. [HEADLINE]****
****Subheadline:**** [If applicable]

****Why This Will Convert Best:****
[Detailed 3-4 sentence explanation covering: What psychological triggers this hits perfectly for the avatar, why this angle resonates with their current situation, how this overcomes their main objection, what makes this stand out from competitor headlines, why the specificity/language choice works]

****Estimated CTR/Conversion Impact:**** [High/Very High/Exceptional]
****Best Use Case:**** [Sales page main headline / VSL opening / Email subject / Ad headline]

****#2. [HEADLINE]****
****Subheadline:**** [If applicable]

****Why This Ranks High:****
[Detailed explanation of conversion potential]

****Estimated CTR/Conversion Impact:**** [High/Very High]
****Best Use Case:**** [Context where this shines]

****#3. [HEADLINE]****
****Subheadline:**** [If applicable]

****Why This Ranks High:****
[Explanation]

****Estimated CTR/Conversion Impact:**** [High/Very High]
****Best Use Case:**** [Context]

****#4. [HEADLINE]****
****Subheadline:**** [If applicable]

****Why This Ranks High:****
[Explanation]

****Estimated CTR/Conversion Impact:**** [High]
****Best Use Case:**** [Context]

****#5. [HEADLINE]****
****Subheadline:**** [If applicable]

****Why This Ranks High:****
[Explanation]

****Estimated CTR/Conversion Impact:**** [High]
****Best Use Case:**** [Context]

****TIER 2: STRONG PERFORMERS (Ranked 6-12)****

****#6. [HEADLINE]****
****Why It's Strong:**** [Brief explanation – what it does well, why it's not top tier]

****#7. [HEADLINE]****
****Why It's Strong:**** [Brief explanation]

****#8. [HEADLINE]****
****Why It's Strong:**** [Brief explanation]

****#9. [HEADLINE]****
****Why It's Strong:**** [Brief explanation]

****#10. [HEADLINE]****
****Why It's Strong:**** [Brief explanation]

****#11. [HEADLINE]****

****Why It's Strong:**** [Brief explanation]

****#12. [HEADLINE]****

****Why It's Strong:**** [Brief explanation]

****Tier 2 Summary:**** [What these headlines have in common, when they'd work best, why they're solid but not exceptional]

****TIER 3: WORTH TESTING (Ranked 13-20)****

****#13-20: [LIST HEADLINES]****

****Why These Rank Lower:****

[Explanation of what limits their conversion potential – too vague, wrong sophistication level, weaker trigger, etc. – but why they're still worth having as backup options or for specific contexts]

STRATEGIC ANALYSIS

****HEADLINE PATTERNS THAT WORK FOR THIS AVATAR:****

****Most Effective Approach:**** [Benefit-driven / Curiosity-based / Problem-focused / Mechanism-reveal / Contrarian / Authority-backed]

****Why:**** [Explanation based on avatar psychology]

****Triggers That Resonate Most:****

1. [Trigger] – [Why this works for this avatar]
2. [Trigger] – [Why this works]
3. [Trigger] – [Why this works]

****Language Patterns That Work:****

- [Specific words/phrases that connect with this avatar]
- [Why these language choices matter]

****HEADLINES FOR DIFFERENT CONTEXTS:****

****Best for Cold Traffic (Ads, Native Content):****

- ****Primary:**** [Headline #X]
- ****Alternative:**** [Headline #X]
- ****Why:**** [What makes these work for cold traffic specifically]

****Best for Sales Page Main Headline:****

- ****Primary:**** [Headline #X]
- ****Alternative:**** [Headline #X]
- ****Why:**** [What makes these work for sales pages]

****Best for VSL Opening Hook:****

- ****Primary:**** [Headline #X]
- ****Alternative:**** [Headline #X]
- ****Why:**** [What makes these work verbally]

****Best for Email Subject Line:****

- ****Primary:**** [Headline #X]
- ****Alternative:**** [Headline #X]
- ****Why:**** [What makes these work in inbox]

****Best for Warm Traffic (Retargeting, Email List):****

- ****Primary:**** [Headline #X]
- ****Alternative:**** [Headline #X]
- ****Why:**** [What makes these work for warm audiences]

****A/B TESTING STRATEGY:****

****Priority Test #1:****

- ****Test A:**** [Headline #1]
- ****Test B:**** [Headline #2]
- ****What This Reveals:**** [What you'll learn about avatar psychology - do they respond more to curiosity vs. direct benefit? Fear vs. greed? etc.]
- ****Expected Winner:**** [Prediction with reasoning]

****Priority Test #2:****

- ****Test A:**** [Headline #3]
- ****Test B:**** [Headline #5]
- ****What This Reveals:**** [Insight you'll gain]
- ****Expected Winner:**** [Prediction]

****Priority Test #3:****

- ****Test A:**** [Different angle entirely]
- ****Test B:**** [Another approach]
- ****What This Reveals:**** [Strategic insight]

****Testing Protocol:****

- Minimum traffic per variation: [Recommendation based on price point]
- What to measure: [CTR, time on page, scroll depth, conversion rate]
- When to make decision: [Statistical significance or minimum data]

****SUBHEADLINE RECOMMENDATIONS:****

For your top 5 headlines, here are subheadlines that amplify impact:

****For Headline #1:****

- **Option A:**** [Subheadline that adds specificity]
- **Option B:**** [Subheadline that overcomes objection]
- **Option C:**** [Subheadline that adds proof/credibility]
- **Recommended:**** [Which one and why]

****For Headline #2:****

[Same structure]

[Continue for top 5...]

****RED FLAGS & WHAT TO AVOID:****

****Headlines That Would HURT Conversion:****

- [Type of headline] - [Why it would backfire for this avatar]
- [Approach to avoid] - [Why this doesn't match market sophistication]
- [Language pattern] - [Why this triggers skepticism]

****Overused Clichés in This Market:****

- [Phrase/pattern] - [Why it's lost effectiveness]

****Sophistication Mismatches:****

- [What would be too basic for this avatar]
- [What would be too complex/advanced]

****OPTIMIZATION SUGGESTIONS:****

****To Make Top Headlines Even Stronger:****

1. ****Specificity Enhancement:**** [How to add more concrete details]
 - Example: Change [vague element] to [specific number/timeframe/result]
2. ****Proof Integration:**** [How to weave in credibility without being clunky]
 - Example: Add [authority/social proof element] without making headline too long
3. ****Curiosity Amplification:**** [How to increase intrigue while staying clear]
 - Example: Replace [obvious word] with [more mysterious but still clear alternative]
4. ****Objection Handling:**** [How to preemptively address skepticism]
 - Example: Add phrase like [specific reassurance] that eliminates main doubt
5. ****Emotional Intensification:**** [How to dial up emotional impact]
 - Example: Use stronger language: change [mild word] to [powerful word]

****ALTERNATIVE ANGLES TO EXPLORE:****

****If None of These Feel Perfect, Consider:****

****Angle 1: [Different approach entirely]****

- Headline example: [New headline]
- When this works: [Scenario/avatar state]
- Why explore this: [Strategic reasoning]

****Angle 2: [Another unexplored approach]****

- Headline example: [New headline]
- When this works: [Scenario]
- Why explore this: [Reasoning]

FINAL DELIVERABLE: TOP 10 READY-TO-USE HEADLINES

RANKED AND POLISHED – COPY/PASTE READY:

1. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

2. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

3. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

4. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

5. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

6. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

7. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

8. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

9. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

10. [HEADLINE]
[Subheadline if beneficial]
Context: [Best use case]

IMMEDIATE ACTION STEPS:

- Use Headline #1** for [specific context]
- Test against Headline #2** within [timeframe]
- Reserve Headlines #3–5** for [alternative uses – emails, ads, retargeting]
- Monitor performance** looking for [specific metrics]
- Iterate based on** [what data reveals about avatar triggers]

These headlines are ranked by conversion potential and ready to deploy immediately in your marketing funnel.

Better Headlines and Bullets

Start Now

You now have the exact prompts I use to create headlines that stop scrolling and bullets that build irresistible desire.

These aren't just templates—they're the systematic approach behind millions in sales, refined through countless campaigns and split tests.

But Prompts Don't Create Results—You Do

Here's the truth: most people who download this guide will read it, think "this is great," and never actually use it.

They'll go right back to staring at blank documents, agonizing over headlines, and guessing which bullets might work.

Don't be that person.

Open your AI tool right now. Pick the headline prompt or bullet prompt—whichever you need for your current project. Spend 30 minutes actually using it. Generate options. Pick the strongest. Test them.

That single session could increase your conversion rate by 20–50% or more. That's the difference between a struggling funnel and a profitable one.

The Advantage Compounds

Every time you use these prompts, you get faster and better at:

Identifying strong angles quickly

Understanding which psychological triggers work for your avatar

Recognizing patterns in what converts

Developing copywriting instincts that serve you forever

Use these prompts consistently for 30 days and you'll never struggle with headlines or bullets the same way again.

While competitors are still wrestling with their first headline, you'll have 20 tested options ranked by conversion potential.

That speed advantage alone changes everything.

Copy Evolves—Stay Connected

What converts today might need refinement tomorrow:

- Markets become more sophisticated
- Competitors copy successful angles
- New psychological triggers emerge
- Platform algorithms change what gets attention
- Avatar language and pain points evolve

I'm constantly testing headlines and bullets across different markets, offers, and traffic sources. I discover what's working now—not what worked three years ago—and share those insights regularly.

Follow me on social media for:

Real split-test results from live campaigns (which headlines won and why)

New prompt refinements and optimization techniques
Current conversion trends across different markets

Headline and bullet formulas that are crushing it right now

Behind-the-scenes breakdowns of winning copy
Quick wins you can implement immediately

Connect with me here:

Twitter/X: [TheJimmyReilly](#) - Daily copywriting insights and real-time test results

Instagram: [TheJimmyReilly](#) - Behind-the-scenes copy creation and campaign breakdowns

YouTube: [TheJimmyReilly](#) - Deep-dive tutorials on headlines, bullets, and conversion optimization

I don't hold back on social. When I discover a headline formula that's outperforming everything else, I share it. When a split test reveals surprising insights about what actually converts, you'll hear about it.

The marketers who stay plugged in spot patterns and opportunities before they become obvious to everyone else. That early-mover advantage is how you dominate while others are still catching up.

Your Unfair Advantage Awaits

Most marketers will continue struggling with headlines and bullets, burning hours on every sales message, and launching with weak copy that underperforms.

You have a different path available.

Use these prompts. Generate better options faster. Test systematically. Improve based on data. Compound your advantage with every campaign.

The difference between mediocre copy and great copy isn't talent—it's process, testing, and speed of execution.

You now have the process. Test it. Let the market tell you what works. Then scale what converts.

I'll see you on social media. More importantly, I'll see you in the marketplace with headlines that grab attention and bullets that drive sales.

Now go create some copy that converts.

– Jimmy

P.S. – When you use these prompts and create a headline or bullet that crushes it, tag me on social media and share the win. I love seeing people take action and get results. Plus, I often feature successful implementations, which could mean extra exposure for your offers and business.

P.P.S. – Don't let these prompts sit unused. The biggest mistake is downloading resources and never implementing. You're literally 30 minutes away from better headlines and bullets than you'd create spending all day on your own. The ROI on that 30 minutes could be 10x, 50x, even 100x your current conversion rate. Set a timer. Use one prompt right now. Thank me later.

P.P.P.S. – Remember: every winning headline started as one of 20 options. Every killer bullet came from testing multiple angles. Stop trying to nail it on the first try. Generate volume, test the strongest, and let data pick the winners. That's the only way to consistently create copy that converts at the highest level. See you online.



JIMMY REILLY

CONTACT ME



[JIMMYREILLY.COM](https://jimmyreilly.com)



[THEJIMMYREILLY](https://www.instagram.com/thejimmyreilly)



[THEJIMMYREILLY](https://twitter.com/thejimmyreilly)



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[THEJIMMYREILLY](mailto:thejimmyreilly@gmail.com)