



Creating Your Magnetic Headline

Module Four Worksheet

By Michael Fiore

**Website: <http://www.DigitalRomanceInc.com>
Email: support@digitalromanceinc.com**

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Creating Your Magnetic Headline

Your headline is the first crucial step in attracting the man of your dreams online. That's why I've spent a ton of time researching what works—and more importantly, what DOESN'T work—in creating a magnetic, stand-above-the-crowd headline.

Here's my fool-proof formula for creating your magnetic headline—the headline that will get the right guy intrigued enough to click and check you out.

Step 1: Start by generating a juicy list of options to create your headline

Note: You can revisit some of the lists you made from the Module 1 I Like Myself Game, but I think repeating the effort is valuable... you may come up with more descriptive ideas.

List 10 adjectives you use to describe your personality:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List 5 more adjectives your friends would use to describe your personality:

- 1.
- 2.
- 3.
- 4.
- 5.

Now, how do you imagine your ideal man views your personality?
List those adjectives, too.

- 1.
- 2.
- 3.
- 4.
- 5.

Now, go to Thesaurus.com and find some alternate adjectives you might use for those words you just listed.

- 1.
- 2.
- 3.
- 4.
- 5.

What are your three biggest goals and aspirations that are NOT related to relationships? (i.e. no “I want to get married and have lots of babies.”)

- 1.
- 2.
- 3.

Write down five unique facts about yourself. Think about your most random accomplishments, not bizarre facts. Maybe you travel so much you know the name of every country on the map. That’s much more interesting here than whether you have webbed toes or a third nipple. (Not that there is anything wrong with that, it’s just not what we’re going for here.)

- 1.
- 2.
- 3.
- 4.
- 5.

List out your five greatest passions and favorite hobbies/interests. Snowboarding? Eradicating homelessness? Becoming a member of MENSA?

- 1.
- 2.
- 3.
- 4.
- 5.

Now, of those passions and interests, is there one or two that you want your ideal partner to also share?

- 1.
- 2.

What are some characteristics you find totally attractive and charming in a man?

- 1.
- 2.
- 3.
- 4.
- 5.

Step 2: Mix-n-Match

The heavy lifting is done. Now you just need to plug some of those words into a formula to create your headlines. Yes, headlines, plural. I'm telling you to create three headlines for each of the three types... so nine headlines total. Give it a try. You can do it.

There are three types of majorly effective headlines: Fun and Flirty, Passion-Based, and the Call Out.

Fun and Flirty Headline

This headline follows a simple formula of *adjective, adjective, (adjective) noun*. (Don't forget the noun or else it just sounds weird. But the third adjective is optional depending on what you choose in your list.)

For example:

Loyal, adventurous world traveler

Sarcastic, driven, outgoing tree-hugger

For your noun at the end, think of how you want to be viewed. Choose from your list of passions, your career, or character traits. Here are some possibilities: *Geek, Nerd, Babe, Girl, Woman, Tom Boy, Student, Dancer, Runner, Nurse, Teacher, Entrepreneur, Optimist, Realist, Gamer, Gardener, Rock Climber, Chef, World Traveler*

Your turn. Come up with three Fun and Flirty Headlines for yourself. Remember: *adjective, adjective, (adjective) noun*

F-n-F Headline 1: _____

F-n-F Headline 2: _____

F-n-F Headline 3: _____

Passion-Based Headline

This headline paints a picture of what you are all about. Choose from your list of passions, interests, and goals to create this one.

Examples:

You can find me on the dance floor.

Have passport, will travel.

Looks great in stilettos... or a tool-belt and hard hat.

Your turn. Have fun with this, don't over-think it. You can refine them later.

P-B Headline 1: _____

P-B Headline 2: _____

P-B Headline 3: _____

Calling Him Out Headline

This type of headline is used to get the attention of the type of guy you want, while subtly telling the jerks to stay away. Refer to your list of passions/interests you want to share with a partner, as well as your attractive traits and your "About Him" section.

Some of the words to use here are: looking for, seeking, attention, are you

Examples:

Attention aspiring yoginis and tree-huggers

Bitten by the travel bug, too? Let's talk!

Seeking a Santoku-savvy foodie for culinary adventures

Have at it!

C-H-O Headline 1: _____

C-H-O Headline 2: _____

C-H-O Headline 3: _____

Step 3: Choose Your Favorite

Congrats! You just wrote NINE headlines!

From what you've just created, decide: which one do you like the best? Which one sounds the most like you and stands out as the most interesting or unique? Select the one that paints a sassy, intriguing, CONFIDENT picture so he will be enticed to click and learn more about you.

Pick it and post it, girl!