

The Birth of “ShortHeads”

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It was January, 1971.

He watched me jump rope. He laughed and called out, “Hey, white boy! What YOU doin’ here?”

He floated like a butterfly, stung like a bee. He was The Greatest.

Me? No float. No sting. Nobody.

He had a point. What WAS I doing there?

Oh, yeah. A frustrated college football player, I’d decided to be a boxer. So just before Christmas, 1970, I left The University of Oregon and headed for boxing’s mecca ... Miami Beach’s Fifth Street Gym.

The doors flung open at noon. Media, microphones. Howard Cosell, Burt Lancaster, Angelo Dundee. Cameras, high rollers, cigars. Plus a few dozen guys with bent noses and fat ears. The scene was surreal.

But I couldn’t help noticing an alarming lack of unreality inside the ring. Ali pounded his sparring partner, seriously training for his first Joe Frazier fight.

Glad I could give him a laugh.

Gladder yet I wasn’t in there with him.

Three months later, my knee blew. I retired undefeated, unfought. “The Greatest” never noticed.

Fast Forward 19 Years

1990 was my 13th year driving a county bus in Miami &

Miami Beach. I’d started and failed so many businesses, I lost count. I couldn’t sell a lick. Did one dumb thing after another. I cost us tens of thousands of dollars.

On breaks, I studied sales letters. I’d written a couple dozen for other people, with some small success.

I sent samples to the Prince of Print, Gary Halbert, world champion direct mail and copywriting genius. Could I work at his \$7,000-a-head Key West Seminar by the Sea?

Next night, the phone rang. Halbert didn’t laugh. Didn’t call me “white boy.” He invited me to work for him at the seminar. Dissed by Ali, but working with Halbert. YESSS!

Key West was bliss ... for a day.

On Monday morning, I met the other copywriters: John Carlton, Brad Antin, David Deutsch, Gene Dowdle, Loretta Duffy, Brad Peterson. All legends today.

I met some of the speakers: John Eger, Dan Kennedy, Ken Kerr, Phil Kratzer, Carl Galletti, Bill Myers, Ted Nicholas. More legends. I met Halbert. What could be more exciting?

On Monday, Halbert and others shared their genius. It was wonderful.

On Tuesday came the hotseats.

Whoops! Back to “white boy!”

Halbert called an attendee to the front with himself, and 3 copywriters. The guest described his business. The panel asked questions. Then Halbert shouted

words that shocked me to instant dread:

“COPYWRITERS! HEADLINES! HEADLINES! HEADLINES, COPYWRITERS! HEADLINES!”

Halbert wanted one headline after another, pop pop pop pop pop pop. He wanted quality. He wanted quantity.

In time (and I mean weeks or months later), I understood the purpose: the more viewpoints and ideas, the better chance to find many outstanding copy-points for the sales letter. I now accept this as absolute truth, and you should, too.

But not then. My routine? Sit at my word processor with a cup of coffee, think leisurely, catch a good idea now and then.

The other copywriters screamed out headlines. I sucked my thumb.

Tuesday was awful. Wednesday & Thursday weren’t much better. By Friday, I began to get it ... but the week was over. When I left, I vowed I would never, ever, EVER again be so embarrassed.

Back home. To the library. I got years of Readers Digest, Forbes, Cosmopolitan, and other magazines on microfilm. I wrote down EVERY headline ... over 1,500 of them.

The people who wrote these heads earn millions to attract attention, to sell magazines. They’re the best. So why not leverage that brainpower?

ShortHeads

The headline is the most important part of any ad or article. If your head doesn’t capture and hold attention, the rest of your

writing is wasted. Each of these heads contains an idea, an angle, or just one simple, crystal-clear word which may be useful in the heads and subheads you use in your writing.

To use these heads:

- List the key words of the project you're working on
- Taking each word in order of importance, go through the pages of heads, fitting it into each head to find the ones where it makes strong impact
- Compile a list of 20 or 30 or 40 or 50 heads and
- Use the best (or maybe a combination of 2 or 3) as your article head, use several others as subheads, and use others as simple impact sentences.

Who needs to **save money** on ...?

- ... **secret**.
- I **cut** my ... **costs** to the bone.
- New **Help** for ...
- The **Killer** ... Can Be Stopped!
- A **Green Thumb** For ...
- X, the **Giant** Killer
- Up From **Despair**
- **Miracle** in ...
- X **Confronts** a Killer
- The ... Who who are giving X a Future
- **Obscene**
- **Devilry In Your ...?**
- Malignant ...
- Criminal ...
- Our Dreadful ...
- Perversity in Our ...?
- Does X Get On Your Nerves?
- The **Curse** of Those ...
- **Turmoil in Our ...?**
- Lethal Harvest
- It's **who** you know
- Greener pastures?

- (Marcus Welby) he's not
- Heads you win, tails you also win
- You can't get there from here
- Is ... Spiralling Down?
- Nature abhors a ...
- The **Imperial** Xs
- Leverage In Reverse:
- Up-and-Coming Replacement for X
- Bottom-Fishing for ...
- A Message From X
- Dwindling Hopes
- Survivor
- The Accidental Corpse
- ... in the Wrong Places
- Are You Wasting Your Money On X?
- A Modest Proposal
- Have We Already Lost The Battle For ...?
- ...: back from the brink
- ... with a personality
- Your shield against the unexpected
- The Best ... Possible ... at 30% Off
- Why ... Hates My Guts
- NOW ... You Can Get It Wholesale!
- The Myth of ...
- Another Big Lie
- The Windbag Theory
- The Health and Happiness Tax
- Roller coaster
- Long shot
- How Else Could You Get So Far Ahead by Playing It Safe?
- ... Is The Best Revenge
- Questions for Xs
- To Know Where X Is Going, Look Where Y Has Been
- The X with a Split Personality
- The Good and Bad Sides of X
- A Tale of Two Xs
- How to Pick a X
- "X?" Get Real!
- Less Expensive Than ...
- Lower Your Risk of X
- The Three Most Dangerous Xs
- The X Stops Here!
- Shoot the Hostages
- X Power Play
- X Cost Cutting That Works
- Race Against Time
- Murphy's Law
- It Seemed Impossible. But We Had To Try
- Beauty is only skin deep. A great X, however, goes all the way to your soul.
- X shatters the barrier between performance and economy.

A

- A ... of your own
- abusing your rights?
- Across the land
- After his ...
- Are we afraid of -
- Against
- X: Against the odds
- Agony in
- X's agony without end
- Alarming truth about ...
- Alert
- The amazing grace of -
- Amazing ... of Y (location)
- It's amazing what X will go through to ...
- X: Ambushed in -
- ... among us
- (X:) Anatomy of a -
- Ancient key to ...
- Anguish in -
- Arch foe of -
- Are you sick of ...?
- Are you underestimating -
- The art of -
- The astonishing -

- Attack from X

B

- Ballad of
- Bandits!
- Battle against ...
- X's battle for better -
- X's beacon of hope
- The beginnings of ...
- Behind the -
- Best - ever
- Best way to sell -
- Betrayal in ...
- Beware of ...
- A - beyond **compare**
- Beyond X
- takes on the big boys
- Birth of a -
- The bizarre world of -
- Blood on the mountainside
- Blues
- Blue-collar -
- Bomb
- The - boom
- The brave - of -
- Bravest -
- X: Breakfast of champions
- Break the grip of ...
- Breaking the tyranny of -
- A new breed of -
- Bring back -
- Bringing out the best in -
- On the brink of ...?
- The broken promise of -
- Build your own ...
- Buried alive: the plight of -
- Buried treasure:
- But you promised ...

C

- Caging the - monster
- Can this man save -
- The case against ...
- To catch a -
- Caught in a -

- **-'s chainsaw massacre**

- Challenge of the -
- with clout
- Classic ...
- I Climbed ...
- Closing in on ...
- Collision!
- Comeback of ...
- Common sense vs. ...
- The - con game
- Confessions of a -
- A - confronts a killer
- Contagious?
- A conversation with -
- Could you survive a -?
- The courage of X
- Cozy, captivating ...
- Crazy over ...
- Create a - that works beyond your wildest dreams
- Crippling
- Crisis in ...
- X in crisis
- Crusade to save ...
- Cry of the -
- Cure for a ...
- The coming (depression)
- Coping with -
- Corruption
- Character
- Conquer
- X: still champ
- to the core
- Countdown to -

D

- Deadly new -
- X: A national disgrace
- Downhill
- Dawn of the - age
- Dollar-saving - questions
- The day the - collapsed
- The day they stole-
- X: diplomacy's quiet man
- Dogged crusader against -

- X: can it's downslide be reversed?
- Dr. Doom is smiling
- Decline and fall of the -
- The -'s deepest secret
- X's descent into hell
- Diagnosing the -
- Diary of a -
- The dismal truth about -
- Don't let those - myths ruin your -
- that drive us mad
- Death of ...
- Decision time!
- Does dieting make you fat?
- Does ... make sense?
- Doing what's right for ...
- Don't Play it again, Doctor!
- ... dream come true
- The day I ...
- The courage of -
- A - critic speaks his mind
- A - called X
- up close
- Are we **closing** in on -?
- X's dangerous journey
- say the darnedest things
- Do-it-yourself ----ing

E

- Emergency!
- Every 28 minutes ...
- Exotic beauty of ...
- Expelled from ...
- Encounter in -
- Experiment in -
- Everybody knows -
- One easy way to -
- Every day in -
- X: The growing **evidence**
- Escape from ...
- Eternal

F

- Is that - a **fake**?

- The ... you fear most
- The fine **art** of -
- X's Favorite **haunts**
- The many faces of -
- Fascinating **world** of -
- A fate **worse** than **death**
- Forever -
- From - with **contempt**
- Faith in ...
- Follies of ...
- Facts about ...
- Flawless **heist**
- X's final **gift**
- Freeze! You're -
- ... frenzy!
- The front porch **connection**
- Fiasco on the -
- Forever -

G

- Guide to -
- Go to the head of the class
- Guess who spells disaster for -
- Gas pains?
- Gentle giants of -
- X: glimmers of hope?
- Grandest - on earth
- Guaranteed to ...
- Greatest ... of all
- The growing menace of ...
- Game plan
- A gathering of
- Glimmers of hope?
- Glory of ...
- must go!
- A "green thumb" for ...
- The great raid on ...
- -'s glorious failure
- Glory

H

- X's hardest season
- Hard truths about -
- How can this happen in -

- Help for stricken ...
- How to make ... fun
- Hobby ...
- How to keep cool in a crisis
- Helping hands of ...
- Hidden wonders of ...
- Hostages of ...
- How to avoid ...
- Staying happy in -
- Hidden facts of ...
- High stakes in -
- New hope for -
- How you can save on -
- How to improve your child's -
- How - can harm you
- Have we won the ... war?
- ... Superpower
- How to beat ...
- How To Conquer the ...
- How to cut the cost of ...
- Heroes of ...
- X Horizons
- How ...
- How to be an expert ...
- How to find ...
- How to make sense ...
- How to be a totally awesome -
- X: Hanging by a thread
- Highway robbery! The scandal of -
- How much longer can you -?
- How to argue with -
- How to bargain for -
- How to buy the best -
- How to cope with -
- How to deal with difficult -
- How to do better at -
- How to find - and afford -
- ...
- How to get rich in -
- How to unlock your -
- How to make a -

- How to teach your children -
- How - came back
- How can you trust a -
- X: Harbinger of a -
- Hard times in -
- Heads you win, tails you win
- X: help for stricken -
- High Noon:
- Hit list
- Hit man
- How to overcome - anxiety
- How to profit from ...
- How to save money on -
- Hard times
- Harrassment of a -
- The hidden risk of -
- hours in -
- How to be a -
- How to escape a -
- How well do you know your -
- He willed himself to ...
- Here comes the -
- How to help
- How to X-proof your Y

I-J

- Inside the mind of a -
- Imagine ...
- The immortal cells of -
- Indestructible ...
- Indomitable-
- Inferno in ...
- X Insults
- X Invades your ...
- Your investment in -
- Journey of a -
- Journey to -
- X: Justice for sale
- Incident at -

K

- X: **key** to your - **dilemma**
- Kidnapped by -
- can kill you

- Killer X
- Kiss
- a kitchen scientist
- X Know-it-all

L

- X's last chance
- ...'s last stand
- Light up your -'s life
- The lonely struggle of -
- Loss of the -
- No greater love than ...
- hat lasts
- Love among the -
- The Land of ...
- X's last ...
- The last days of ...
- Legend of ...
- Let's get tough with ...
- The last -
- Lessons of a -
- X: Living with a - legend
- For love of -
- The legacy of -
- Lessons from -
- Let me tell you what this is NOT!
- The little shop that could
- long trek to -
- on the loose!
- Learning curve
- Let's hear it for -
- Lesson of the -
- Long nightmare of X
- Love among the -
- Love triumphs on - street
- ... leads the way
- Three lessons for -
- The - you love to hate

M

- X: his magic lingers on
- the man behind the legend
- X and his marvelous ...
- April, the month of -
- Mystery of the buried -
- Amazing mystery of -

- Memos from a -
- Me & my -
- X's midsummer - dream
- A --- mile odyssey
- Missing! ...
- Magnificent dream of ...
- Make the ... work for you
- Melting pot memories of ...
- Mistakes ... make
- -'s magnificent obsession
- The man with the bullhorn
- Massacre in -
- Message of the -
- Inside the mind of -
- Memos from ...
- magic
- Marvelous
- Meet a - Dr. No
- A - miracle

N

- Nip X In The Bud
- New frontiers for -
- Are you nervous yet, Mr. President?
- X: New breed of -
- New **help** for -
- A new kind of -
- Night of the -
- Notes of a -
- The - nobody wants

O

- of the **night**
- Old - never die
- Operation X
- Ordeal on -
- Ordinary ...
- outlaws in L.A.
- An open letter to -

P

- Paradise
- Priceless -
- An x's prize **catch**
- Can you protect -?

- The proven key to -
- The perfect -
- A painless way to -
- X: Potent weapon against -
- The - prize
- The power of -
- Night of the great -
- X: organized crime moves in
- Partnership of -
- The power of -
- Plain talk about ...
- Portrait of a ...
- Paydirt!
- A place in the -
- The power of -
- Premature obituary?
- In praise of -
- A great place to -
- How To Prevent ...
- People behind -
- In pursuit of the perfect -

Q

- Quest for the perfect -
- Quick tips from -

R

- Race Against ...
- The ... racket
- Is there REALLY - ?
- What ... REALLY means to you
- Rebuild your own ...
- Reign of terror in ...
- The - who rescues -
- Return of ...
- Revolution
- The riddle of -
- on the rise
- The Roar of ...
- for the road
- On the road with -
- X on Roller skates
- The roots of -
- A rose for -
- X Roulette

S

- We Must Save Our ...
- Stamp out -
- Secrets of -
- Stillness of a -
- The great - scandal
- Shaping up the -
- Search for a - **gang**
- The second greatest - story ever
- X: A shocking **truth**
- ... : the sickness spreads
- X: the -'s sinister strike force!
- The smart way to - shop
- Let's **stop - abuse**
- What strategies work for -
- Be safe in -
- road to success
- Scandal of ...
- ...: a search for ...
- Secret of ...
- Surprising Key to ...
- Secret weapon in the war against ...
- So long, ...
- ... Season
- Selling points
- Shield against ...
- Signs of ...
- Solutions to ...
- Sound of ...
- Stalked
- Stand up to ...
- Straight talk about ...
- A Stroll through the ...
- Sudden ...
- Sweet
- Shining days of ...
- Should you -
- A skeptic goes to -
- The startling ... case
- Stranglehold
- Saga of an -
- The saving of the -
- Search for -

- X's shameful revolving door
- Should - offer -
- A simple gift of -
- A simple strategy for -
- Slaughter at -
- The soul of a -
- X's speck of heaven
- X: a study in evil
- Swallowed by a -
- The secret sounds of -
- Showdown at -
- and a simple solution
- can be stopped!
- Sitting duck
- Scared ---less
- Sticks & Stones ...
- Straight talk about -
- Sensuous, seductive
- Steps to prevent a -
- Swallowed by the -
- Secrets every - knows
- X: The secret terror
- Are you sick of -
- Should you hook your -
- Small wonders of ...
- Shock treatment for ...
- Should you join a -
- Search for -
- strikes the suburbs
- to share the hurt
- The scourge of ...
- Shhh!
- ... to save your life
- Is YOUR ... safe?

T

- Talk about -
- The - x's don't talk about
- X: Newest - target?
- Triumph
- Tragic legacy of -
- Trek across the -
- True-life adventures of -
- The truth about -
- Tragic tale of -

- Temper tantrums?
- Terror in -
- Too many cooks
- The treasure of ...
- The trouble with -
- Twinkle, twinkle, little X
- The triumph of ...
- Take charge of ...
- X: An American tapestry
- It's Time To Finally Decide About ...
- Tunnel of ...
- What the - teach
- The - miracle
- Time to ax the -
- The tragic costs of -
- The - trap
- Trapped by -
- Turmoil in the Holy Land
- Teach your kids about ...
- Treasures of ...
- Trembling ...
- ... triumph
- Two faces of ...
- X Trivia
- The ... truth about ...
- Take out some - insurance
- Thank you, -
- Don't even THINK about -
- Your - time-bomb
- X: Tragedy in -
- X: A journey through-
- Tracking a killer -
- On the **trail** of -

U

- X: Your Unfair advantage
- X's unfinished dream
- The ultimate -
- Unusual vision of ...
- X: An update
- Up from -

V

- The - who vanished
- A - victim fights back
- An X victim's story

- Voices from -
- Victory in -: the inside story
- Visitor from another -
- Views of ...
- Voices from ...
- X vs. your children's health
- Victory!

- **W**

- A war on -
- Wars
- What - reveals about -
- What's wrong with -
- Who says -
- Why are they trying to take our - away?
- Why - happens
- Why it's so hard to -
- Why we are easy prey for -
- Why we're losing the war on -
- And the winner is -
- X's wonder machines
- What REALLY makes a X work?
- Whatever happened to ...
- Why you should care about ...
- Watch out for -
- Who REALLY gets your -
- Why you need -
- One woman's battle against -
- Warning: X wants to -
- The way it is in -
- What's behind the - mania?
- What YOU can do to stop -
- Why - works
- Why X isn't -
- Why your mother would want you to ...
- Why we can't get the - we need
- X: What happens when -
- What - have in common

- What - can do for you
- What every - should know about -
- Which way X?
- The - who came to -
- Our wild, weird world of -
- When you're -
- ... works!
- The world of -
- When your child ...
- What's in it for you?
- When secrecy meets ...
- ... is a walking ...
- When ... came home
- Why ... works
- Where have all the ... gone?
- Who needs ...
- Why do we ...
- Why ... went to pieces
- When ... were free
- What's behind the -
- Warning: X can be hazardous to -
- What's been added to your -
- What does it cost to -
- What - think about their -
- X: what you need to know
- When you lose your -
- Where - goes
- Who says -?
- The - who knew better
- Will this man control -
- What every - should know
- Who's to **blame** for -?
- The - within us
- In the world of -
- World's greatest -
- The world's most - man

- **Y**

- You and ...
- You are what you -
- You be the -

- You CAN ...
- You can make - fun
 - #
 - # men against the -
 - # tips for ...
 - # truths about ...
 - # ways to fight ...
 - # ways to stretch your - dollar
 - # ways to fight -
 - # tips to rout the blues
 - # Trillion Dollars!
 - # great myths of -
 - # - myths
 - # ways to turn out terrific -
 - The other difference in ...
 - New Help for ...
 - ... for fun & profit
 - A Knack for ...
 - Lessons of ...
 - Let the ... begin
 - ... on the loose!
 - X: is it for you?
 - ...'s last flight
- The heart of -
- The man in the middle
- The man who would not quit
- Me and X
- Mess
- Never quit ...
- of the night
- Nightmare in the -
- Once upon a time ...
- Ordeal in ...
- Outrageous ...
- Are you over---?
- The - that gives the **past a future**
- Perilous ...
- Pilgrimage to ...
- Portrait of a ...
- You Can Prevent ...
- New ... program that works

- Can - clean up its act?
- The indispensable art of -
- The greatest 2 **minutes** in -
- Here comes the -
- Are YOU an -
- The X who broke the - barrier
- -'s most unlikely star
- X's dream
- X: Were we duped?
- -, the giant killer
- for those in need
- There ought to be a word for -
- The - that knows no boundaries
- Up from -
- How I scalped ...
- How YOU can put the squeeze on ...
- An opportunity rugged enough to survive your sarcastic friends
- My wife has a dirty little secret
- You'd smile, too, if you just cut your grocery bill in half
- The surprising facts about the cost of not making a decision
- Only one book on earth has this many ways to help you make money
- If your companjy is getting beat-up by a stronger competitor, you and I need to talk
- Do you mollycoddle your dead wood?
- The stock market will crash 2500 points on the day you die
- Timing is all
- If you're confused about buying a personal computer, here's some help
- The Nasty Old Man Is Gone
- The \$5 Alternative To Costly Plastic Surgery
- Caught soon enough, early tooth decay can actually be repaired by Colgate
- What do Japanese managers have that ... American managers sometimes lack?
- Is Your electric bill too high?
- We're looking for someone to write children's books
- The first transportable computer worth taking anywhere
- An Unexpected _____
- Laughter: The Best Medicine
- _____ 's Ordeal
- _____ - Proof Your _____!
- Touched By An Angel Named _____
- _____ Threat From _____
- The Other Life Of A _____
- _____: The Bird That Didn't Fly
- The Greatest Hoax in _____
- _____ 's Runaway Train
- _____ Got Rhythm
- _____ In Peril
- The Bravest _____
- Nightmare Ride Through _____
- Surviving the _____
- How To Master Your _____
- The Man Who Listens To _____
- Mission of _____
- Last Hope For _____
- Is _____ Really Coming To An End?
- When _____ Stopped _____ That Heal
- _____ 's Teardrops of Hope
- Hijacked in _____
- _____: A License To Kill
- A _____ And a Prayer
- (#) _____ Symptoms You Must Not Ignore
- _____ Tales Out of School
- The Night _____ Didn't Sleep
- Can They Save This _____?
- The Man Who Gave Us _____
- Listen To Your _____ Fear
- The Education of _____
- This _____ Could Save Your Life!
- _____ From Hell!
- Coming Soon: Wild _____
- Are You Getting The Wrong _____?
- Radical _____ 's Bloody Battlefield
- Journey To The Bottom of _____
- The King of _____
- _____ 's Helping Hands
- Because of _____
- Encounter On The Road To _____
- Disabled By A _____
- Go Ahead! _____!
- What _____ Teach Us
- Against The _____
- Can You Fix My _____?
- _____ Means Business
- Backstage At _____
- Can We Handle This Much _____?
- # Easy Ways To Beat _____
- A Cry For Help In _____
- Into The Forbidden Kingdom of _____
- Why Won't _____?
- _____ Detection: Safer, Faster, Better
- Last Stand of _____
- Control Your _____
- Shame On _____ Soil
- Lost In _____

- The Day You Became _____
- Why _____ Works
- Mugged By The _____
- America's Most Wanted _____
- Who Wanted _____ Dead?
- New Facts About _____
- The Kindness of _____
- Legacy of _____
- Does _____ Make Us Crazy?
- An Unlikely _____
- _____ Is Coming To Town
- _____ Squandered
- _____'s Second Chance
- Connecting The Dots To _____
- Amazing _____ !
- _____'s Piranha Attitude
- Your Guide to _____
- The Best Places To _____
- A Heart For the _____
- Your _____ Claim is Denied
- How Much Time Is Left For _____
- Watch What You Say About _____
- _____ Second Gift of Life
- Can We Stop The Super-_____s?
- Swarming _____
- The _____ Love I'll Never Forget
- Brave Voices In The Mean Streets of _____
- _____ Sure Is Cold
- They're Closing In On _____
- My First _____ Job
- _____ - Free As The Wind
- The Truth About _____
- The _____ Cropduster
- And A _____ Shall Lead Them
- Anatomy of a _____
- How Honest Are _____s?
- Get With The _____ Program!
- Will _____s Remember You?
- Rage on the _____
- A Paranoid Package of _____
- Life Without _____
- The _____ Chair
- Where The _____ Are Winning
- Did You Hear The _____ ?
- Dealing With Typical _____
- Scores Count At _____
- My Favorite _____
- He Declared War on _____
- # Ways To Boost Your _____
- _____'s Call of The Wild
- Champion of Forgotten _____
- # Things To Do Before _____
- The Loner Who Leads _____
- The Words That Can Save _____
- A Promise of _____
- Alone With A _____
- Finding My Way Back To _____
- How To Raise _____ in a _____ World
- Attack of the _____ Police
- Just Trying To Be A Cool _____
- Sound The _____ Alarm
- Those Outrageous _____s
- A Special Sort of _____
- What's Wrong With _____
- _____ Was His Passport
- _____ Things You Pretend To Know
- _____ Dispatches From The Office
- When The Phone Rang
- What _____ Wish You Knew
- Mayday! _____ Collision!
- Grumpy Old Man? This Sweet _____ ?
- Sex, Lies and _____
- Are You A _____
- _____ Blackmail
- Graduated With _____ Honors
- This _____ Makes You Want To Stand & Cheer
- _____ Alert! New Facts About _____
- The _____ That Wouldn't Die
- A Love Affair With _____
- # Ways To _____ Better Today
- Our Friendly Neighborhood _____ -
- Home Free!
- _____ - It's Just The Cure
- The _____ of Your Dreams
- _____ : Orwell Got It Wrong
- My _____, The Worrier
- What Your _____ Is Telling You
- A _____'s Honor
- _____'s One Last Favor
- The Rising _____ We Are Ignoring
- Will Someone Stand Up For The _____
- Steer Clear of These Dangerous _____s
- Have You Seen This _____ ?
- The View From _____
- A Passion For _____
- Why We Admire _____
- _____ Bomb Squad
- _____'s Missing Smile
- Outsmarting the _____ Thieves
- What _____ Did To _____
- Night of the _____
- Escape From _____
- How To Talk To Your _____

- We CAN Fix The _____
- To The Rescue of _____
- Assault In The _____
- Can We Trust (The) _____ ?
- They're Stealing The _____
- Almost A _____
- _____ Betrayed?
- The _____ 's Mentor
- Treated Like _____ s
- Saved By _____
- Why Would You _____ THAT?
- _____ 's Debt of Honor
- The Day We Unplugged The _____
- _____ Fitness
- Making _____ Things Worse
- The Missing _____
- Braving The Mighty _____
- Setting the Perfect _____
- The Eerie Secret Power of _____
- Oops! You Blew Off Your _____
- Getting Past A Disastrous First _____
- Don't Touch That _____ !
- The Truth About Why Men Won't _____
- The #1 _____ Mistake Everybody Makes
- What's Your _____ IQ?
- They're Whining About _____ Again
- The Ultimate Price for _____
- A _____ 's Progress
- Ever Wonder Why They Hate _____ ?
- The Strangest _____ Secret
- Notes of a _____ Hunter
- # Money Mistakes Everyone Makes
- What You Don't Understand About _____
- The _____ Decision
- _____ Is Never Out of Date
- Life On A _____ Team
- What is _____ 's REAL Agenda?
- _____ 's Lively Little Mystery
- Last Chance For _____
- How Fair Is our _____ ?
- _____ 's Field of Dreams
- Bigtime!
- How _____ Seduced Me
- The Ultimate _____ Quiz
- Why I'm Soft On _____
- When Does _____ Cost Too Much?
- Forever _____
- Face To Face With The _____ Devil
- Love Beyond All _____ Understanding
- What You Need To Know About _____
- Down Suicide Hill With Your _____
- Buried Alive By _____ s
- The Power of a Good _____
- Legacy of a _____
- What Makes a _____ Last?
- Slavery's Shameful Return To _____
- Voyage To The Last _____
- An Unassuming _____
- On The Trail of a _____ Scam
- Search And Rescue _____
- Why Does _____ Work?
- Answers to the _____ Mystery
- Justice in _____
- The Long Run of _____
- _____ At Your Own Risk
- When _____ Comes After YOU!
- The Scandal of _____
- _____ 's Spring Thaw
- _____ 's Toll In _____
- What You Didn't Know About _____
- Alone In A Swirling Sea of _____
- Should You Be A _____ Volunteer?
- Our Plague of _____
- Behind _____ 's Mask
- Duel In _____
- Mugged By The _____
- To The Victims of _____
- Why _____ Is So Trashy
- Wild _____ (s) Among Us
- The _____ Myth
- Lure of the _____ Detour
- _____ : The Untold Story
- Fight For Life In _____
- What We Now Know About _____
- How _____ Kicked My Teeth In
- Confessions of a _____
- Living It Up On _____
- Is Your _____ Huffing & Puffing?
- Voice From The _____ Gulag
- Stressproof Your _____
- Fawning Over _____
- Crime In _____
- Our Pursuit of _____ Happiness
- If You Really Want To Succeed In _____
- A _____ 's Helping Hand
- Lifting The _____ Veil
- Alarm Bells In _____
- The Most Wired _____ In America
- Beneath the Cold, Cold _____
- Our Neanderthal _____
- What We Know About _____
- _____ : Master of Illusion
- Journey Into The _____ Abyss
- Send It To _____

- Will You Lose Control of _____ Today?
- How To Get Out of a _____
- When Will You Stop Working For _____ ?
- How I Bluffed My Way Through _____
- Witchhunt In _____
- An Olympian _____ Challenge
- Case of the _____
- _____'s Rude Awakening
- Hounded By the _____s
- The _____ King
- Can You Afford _____ ?
- America's Worst _____s
- Rescue in _____
- How To Become A Master Of Your _____
- A Trip To _____
- Why Do They Call It _____?
- _____'s Unseen Power
- How To Boost Your _____
- The _____ That Time Forgot
- Tune Up Your _____
- To Catch A _____ Thief
- A _____ To Remember
- Remember When You Talked To _____
- The Real Skinny On _____
- _____'s Secret Life
- What _____s Know About You
- They Don't Hate Me In _____
- Let's Get Real About _____
- A Reason To Believe In _____
- What's a _____ To Do?
- _____ Tips To Save You A Bundle
- Invasion of the _____s
- How To Find A _____
- Face To Face With A _____
- Can _____ Save Our _____
- A Perfect _____
- When _____ Went To War
- Squeezed In The Devil's _____
- To Beat The _____
- My Handful of _____s
- _____'s Good Vibrations
- Advantage? _____'s
- Courage
- Good News About _____
- Lessons of _____
- Could A Crisis Crash Your _____?
- Make Use of Your _____ Anger
- Why You Need a _____ Shot
- Big _____ Is Big Bucks
- Here Comes The _____
- Saved By _____
- History, _____ - Style
- Defensless Against _____ Terror
- Can You Name These _____?
- One _____ In A Million
- My War With a _____
- Curtains Up On _____
- First, _____, Do No Harm
- You CAN Raise Your _____'s IQ!
- No Place To Hide From _____
- When Two _____s Meet
- _____: An American Vision
- _____ Fever – Even The Winners Lose
- Easy Ways To Avoid _____
- What _____s Really Look For
- Behind The Scenes At _____
- The Timeless Wisdom of _____
- Hero Of The _____ 'Hood
- How We've Legalized _____
- _____s On The March
- The _____ That Wouldn't Die
- Enterprising _____
- A _____ That Renews Your Energy
- A Champion's Journey To _____
- When To Worry About Your _____
- Relieving Chronic _____ Without Drugs
- This _____ Is Wired!
- Even I Can Understand _____
- How Smart _____s Handle Their _____
- Keeper of The _____ Flame
- My Lifelong Apprenticeship In _____
- Are You Getting Ahead In _____
- On A Collision Course With _____
- A _____'s Healing Power
- Lost In The _____ Clouds
- What Makes _____ Attractive?
- To Think Like A _____
- To The Brink of _____
- # Easy Ways To _____
- Warning! _____ Could Endanger Your Business
- An Answer To The _____ Mess
- The Art of Smart _____
- Steer Clear of These _____ Rip-Offs
- Here Come The _____ Dollars!
- The _____ Bragging Rights Quiz
- _____: Has The Truth Been Served?
- How They Built _____
- Mr. _____'s Neighborhood
- Closing the _____ Gap
- _____: Judgment Day
- The _____ That Changed The World
- The _____ Holy War Heads Our Way

- Addicted To _____
- The _____ Swindle
- Hijacking _____ History
- Checkmate: The _____ Strategy
- Don't Move! I've Got A _____ !
- Caught In The Jaws of _____
- Your Best Weapon Against _____
- _____ : Promises To Keep
- How Not To Choke Under _____ Pressure
- Today's New _____ Rules
- Lost In The _____
- You Call THIS A Good _____ ?
- _____ Ghost From The Past
- The Big Fix In _____
- _____ : Another Innocent Victim?
- 20,000 _____ s Under The Sea
- Stalked By _____
- The _____ That Works Perfectly
- Keep Pedalling, _____
- Just Call Me Mr. _____
- _____ Does Not Compute
- _____ Death Grip
- Money In Your _____
- Do You Know Your _____ Risk?
- Why You Dream About _____
- How To Slash Your _____ Bill
- Two Faces of _____
- Death Grip on _____
- The Bomb That Shook _____
- _____ 's Last Chance
- Conspiracy Against The _____
- The Invisible _____ Invaders
- Into The Deadly _____
- Control Your _____ Cravings
- The Winning _____
- _____ Find of a Lifetime
- How _____ Clouds Your Brain
- Wacky Ways To _____
- Laws of Lasting _____
- What You Need To Know About _____
- Nightmare In _____
- Quest For The _____
- Hall of Fame _____
- The Death of _____ 's Common Sense
- The Secret Life of _____
- What Have We Done To _____ ?
- Will Success Spoil _____ ?
- The _____ Lie Will Not Die
- A Haven of _____
- _____ Justice
- A Prescription For _____
- Winning The War Against _____
- _____ Gone Haywire
- Journey To The _____ Winner's Circle
- A _____ Like No Other
- Let _____ Die
- # Ways To Win At _____
- _____ : Out of Control
- Good News For Bad _____
- Return of a Golden _____
- _____ 's Enduring Gift
- _____ Going Down
- Getting The Best Deal on _____
- The _____ Who Couldn't Stop Running
- Where _____ Went Wrong
- Welcome To _____
- Debate A _____
- _____ : A National Disgrace
- Trapped In _____
- When _____ Throws You A Curve
- Secret World Of The _____
- Time To Pull The Plug on _____
- Our Magical Mystery _____
- YOU Pick Up The _____ Tab!
- A New Chance For _____
- _____ For a Season
- Colossal Mess At The _____
- Don't Try _____ At Home
- Have A Hassle-Free _____
- _____ Of The People
- The Power of a Great Idea in _____
- Can You Trust Those _____ ?
- _____ 's Way Out
- Encounter With _____
- Can _____ Survive?
- A Very Tall _____ Tale
- Seduced In _____
- Is Your _____ Safe?
- _____ : Faster Than A Speeding Bullet!
- Ace That _____
- The Most Important Thing You Can Do For Your _____
- Deliver Us From _____
- The Mystery of _____
- Into The Mind of a _____ Inferno
- The Missing _____ Masterpiece
- _____ Is Going Down!
- Are We Encouraging _____ ?
- What's So Good About _____ ?
- Do _____ s Have Malices?
- For Love of _____
- Every Business' Worst _____ Fear
- Success At The _____ School
- Last Chance for _____
- _____ 's Final Secret
- A _____ 's Duty
- It's No Wonder _____ Is Out of Control
- I Just Call Him _____
- Caught In a Swirling _____
- The Great _____ Rip-Off
- When _____ Abuse Begins

- A Feeling for _____
Priorities
- A _____ of A Different Color
- The Sleazing of _____
- # Ways To Look & Feel Like
A _____
- Alligators All Around Your
_____?
- The Devil Made Me _____
- Requiem for a _____
- The Disease a _____ Should
Fear Most
- Nothing This _____ Can't Do
- Cheating In _____: A National
Scandal
- Fight For Life at _____
- _____: Nice Guy Finishes
First
- Search For The Lost _____
- The Folly of _____
- When Is It Too Late To _____
?
- _____: A Place Where
Dreams Come True
- _____: How To Avoid Getting
Ripped Off
- The Day the _____ World
Turned Upside Down
- Why We Love _____
- Is _____ Making You Sick?
- _____'s Big Lies
- The Other _____ In My Life
- Encounter With A _____
Killer
- New Ways To Fight _____
Loss
- Last Chance To _____
- Search For The Lost _____
- The Rescue of _____
- Tracking The _____ Predator
- What I Need Is A _____
- The Secret to Fame, Fortune &

- Miracles of the _____
- _____'s Funny Business
- The _____ Waltz
- _____: What You Should Know
- Why We Raised A _____
Dinosaur
- Earthquake In _____
- Trapped Under A _____
- How Honest Is Your _____?
- Why You Don't See _____
- _____ Never Came Home
- _____: Is It Safe For You?
- The _____ Mess: A Way Out
- Test Your _____ IQ
- _____ Attack!
- _____ Angel In Disguise
- _____ From Hell!
- Last Mystery of the _____
- The Man With The _____
Secret
- _____ Gone Crazy
- A _____'s Biggest Mistake
- The Day My _____'s Heart
Stopped

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