



The Beginning Writer's Headline Helper

Everything you need to know to
start writing headlines that grab
and hold readers' attention

The 3 Things Your Headline Needs to Do



The ultimate job of your headline is to convince readers to read your article. But how? You need to do 3 things:

1. Offer value
2. Include attention-grabbing elements like numbers and Power Words
3. Use a formula that works!

What kind of value should you offer?



Articles and headlines can provide 3 types of value

1. **Entertainment** (think gossip magazines)
2. **Inspiration** (ex: personal development articles people read to get themselves motivated)
3. **Problem solving** (most how-to articles)

Some headlines focus on just one of these factors. Others may include 2 or 3. When you are starting out, it may help to focus on one.

Attention-grabbing elements: #s and Power Words



Numbers catch people's attention because they promise that the content within the article will be easily scannable and not take up too much reading time.

Numbers can include percentages, years, and list post numbers (5 ways to...etc.)

Power words arrest notice because the key to great writing is the transference of emotions.

POWER WORDS



What kind of power words reflect the emotion you want to convey in your article?

Here is a quick list of hard-hitting power words that you can sprinkle into your future headlines:

Positive emotions	Negative emotions	Curiosity
Adventurous, Authentic, Best-selling, Brilliant, Exceptional, Epic, Fascinating, Kick-ass, Mind-blowing, Powerful, Truth	Arrogant, Brutal, Disgusting, Horrifying, Lousy, Obnoxious, Perilous, Scandalous, Trouble	Controversial, Forbidden, One-of-a-kind, Little-known, Mysterious, Protected, Secret, Shocking, Unbelievable, Weird

Headline Formula Mad-libs!



The most popular articles you read online tend to be list posts and how-to posts. Headline formulas that are most suitable for each of these types of articles include:

List posts	How-to posts	Other
# Ways to [Do Something] When [Situation]	How to [Blank]	Why [Thing] is [Opinion/Assertion]
# Steps/Tis for [Goal]	How to be [Something Desirable]	[Problem]? Here's How to Fix It
# [Adjective] [Things] [Audience] Should Know	How to [Benefit] Without [Something Undesirable]	The Unbelievably Easy Way to [Accomplish Something]
# [Blank] That Will Change Your Life	How to [Blank] in [Short Time Period]	Is [Common Action] Causing [Something Bad]?
# Things You Didn't Know About [Blank]	How to [Do Something] Like [Attractive Adjective or Famous Person]	The Scientifically Proven Method for [Accomplishing Something]
# Things [People] Do Differently	How to Avoid [Common Mistake]	The Ultimate Guide to [Subject]

Bonus Tip



If you want your article to grow wings and take off online, make sure that your headline is shareable!

Think about not only your ideal reader and what he/she wants to know, but your reader's inner circle.

What kind of headlines would, when shared, make your reader look good to his/her friends?

The key to writing successful articles is writing articles that people want to share. So consider ways to make your headline shareable, and you will be well on your way to becoming a successful writer!

And there you have it!



Now you know the basic foundational skills to begin writing your own irresistible headlines—so go forth and conquer! 😊

