

FREE MONTH OF TRW BBY

Rough Outlines + Headlines

Source:

CIAB - How Good Headlines Can Build Your Business

Subject:

Most businesses struggle to get their marketing messages heard because they use weak, generic headlines.

Working Title/Headline:

Ditch the Megaphone: How to Craft Headlines That Make Your Customers Come to YOU

Stop Yelling into the Void: The 80/20 Rule of Headlines Will Transform Your Marketing

General Idea/Structure:

1. **The Problem:** Marketing messages get lost in the noise because they lack targeted, compelling headlines.
2. **The Analogy:** Compare headlines to a bouncer at a club – they need to be selective to attract the right audience.
3. **The Solution:** The 80/20 rule – focus on headlines to drive 80% of your results.
4. **The How-To:** Explain the elements of a strong headline (attention-grabbing, value-driven, targeted).
5. **Examples:** Showcase headline makeovers to illustrate the difference.
6. **Formulas:** Share a few proven headline formulas for inspiration.
7. **Beyond the Headline:** Briefly discuss the importance of the opening sentences in delivering on the headline's promise.
8. **Call to Action:** Offer a free guide, a consultation, or another relevant resource to help readers implement the advice.

Draft 1 - The Article

Ditch the Megaphone The 80/20 Rule of Headlines

Have you ever slaved over an email, blog post, or sales pitch, only to see it fall flat when you hit "publish"? The culprit might be lurking in the most unexpected place: your headline.

The 80/20 rule, a well-known principle in business, states that 80% of your results come from 20% of your efforts. In the world of marketing and communication, that 20% is your headline. It's the first impression, the digital handshake that decides whether your audience will stick around or scroll past.

The Power of the Headline

Imagine your headline as a bouncer at an exclusive club. It has the power to grant access to your carefully crafted message or turn away potential customers with a flick of the wrist. A weak headline is like a velvet rope barring entry, while a strong one is a red carpet rolled out just for your audience.

The statistics don't lie. Studies have shown that 8 out of 10 people will read your headline, but only 2 out of 10 will continue to read the rest of your content. That means your headline has a mere few seconds to capture attention and entice readers to dive deeper.

Crafting Headlines That Convert

So, what makes a headline irresistible? Here's the anatomy of a compelling headline:

- **Attention-Grabbing:** *Use strong verbs, numbers, questions, or create a curiosity gap to make your headline pop.*
- **Value-Driven:** *Clearly communicate the benefit or solution your message provides. What's in it for the reader?*
- **Targeted:** *Speak directly to your ideal audience's pain points and desires. Make them feel seen and understood.*

From "Meh" to "Magnificent": Headline Makeovers

Let's see the 80/20 rule in action with some headline transformations:

- **Weak:** *Increase Sales* → **Strong:** *Local Business Owners: Double Your Sales in 90 Days with This Proven Strategy*
- **Weak:** *New Product Launch* → **Strong:** *5 Reasons Why Our New Product Will Revolutionize Your Workflow*
- **Weak:** *Top 10 Marketing Tips* → **Strong:** *The Only 10 Marketing Tips You'll Ever Need*

See the difference? The stronger headlines are specific, benefit-oriented, and create a sense of urgency or curiosity.

Headline Formulas That Never Fail

While creativity is key, there are a few tried-and-true headline formulas that consistently deliver results:

- **How to [Achieve Desired Outcome]**
- **The Ultimate Guide to [Topic]**
- **[Number] Reasons Why [Your Product/Service] is a Game-Changer**

Experiment with these formulas and adapt them to your specific message and audience.

Beyond the Headline

While your headline is the initial hook, the first few sentences of your content are equally important. They need to deliver on the promise made in the headline and keep readers engaged.

Ready to Transform Your Headlines?

The 80/20 rule is your secret weapon to maximizing the impact of your communication efforts. By investing time and effort in crafting compelling headlines, you can unlock a world of opportunity for your business, brand, or personal projects.

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P.S. – Want personalized help with your headlines? Schedule a free 15-minute consultation with our team. We'd love to help you craft headlines that get noticed!

Draft 2 - The Article

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