

How to build a solid headline

Headline

How to Write a killer headline

4 simple ways to improve your headline

How to instantly improve your headlines

This will improve your headlines GUARANTEED!

Outline

First draft

This will improve your headlines GUARANTEED!

Did you know that 80% of people ONLY read the headline.

This makes the headline the **most valuable** part of your copy.

So In this article, I will list **3 proven ways** to make your headlines convert WAY more than your competitors combined.

You will like the third one, just you wait.

So let's get right into it...

Don't be booooring

There are thousands of headlines that people see daily.

Your headline NEEDS to stand out. Jump up from the enormous crowd.

First, here is what you should not do:

"Managers overcome labor shortage problems using these strategies."

You might get a feeling that it doesn't talk to you.

In short: **Booooooring**.

But now check this out:

“Advice to managers struggling with labor shortage problems --- by a manager”

This talks to the audience WAY more.

Don't use passive voice. Use an active and interesting one.

Here's the next one...

Why are you reading this?

Why?

There is a reason for everything. Literally EVERYTHING.

You aren't going to sell shoes to a legless man, are you?

If he is a collector, of course.

But in 99/100 cases, you want to sell to people that actually need your stuff.

Is it easing the pain, making them more money or saving them time.

It doesn't matter. Find that and your headlines will thrive.

Now let's get into the last one. (best one yet)

I've got the POWER

You can't just have “words” for your headlines.

This is too basic. too overrated.

You need to have something **special**, something **exceptional**.

Something makes them go: Yes I want this.

Something like:

- FREE
- EASY
- VALUE
- INSTANTLY
- GUARANTEED

- OPPORTUNITY

The list can go on...

Find what works for you and try it out.

This will massively help you convert more people into buyers. Thus making you more money.

Who doesn't want to make money right?

Talk soon,

Andrus.

If you want me to take a look at your copy for FREE, click this [here](#)!

We'll get back to you in the next 24 hours.

If you don't, it's also fine!

No pressure.

Second draft

Third draft

Tips:

- Solid headline is a summary of the article itself in the smallest amount of words possible.
- It needs to be clear what this article is about.
- **Don't use passive voice, use active voice.** Example being
Good - "Managers overcome labor shortage problems using these strategies."
Bad - "Ways managers have overcome labor shortage problems."
- Headline should be max 6 words long, it needs to be short and make sure it moves the needle.
- Make sense - It needs to be very simple and understandable
- Curiosity - Make it so they want to click and start reading
- Use numbers - People scan for these
- **Include a reason to read** - It needs to make sense for the audience to read it
"Seeing red: 5 simple ways to cut business expenses"
- Write for your reader - based on your audience, you should understand on what level they are thinking and what they understand.
- **Use power words** - "comprehensive," "guaranteed," "instantly," or "free."

- Be specific
- Make it unique, make it POP
- Make it urgent - Consider adding pain points so they need to read it

<https://www.constantcontact.com/blog/how-to-write-better-headlines/>