The Step-by-Step Guide to Writing Powerful Headlines
Step #1: Use Specific Numbers & Data in Your Headline

Integrating specific numbers and data into your headline is an effective way to make your headlines more enticing to readers.

Example:

*27 Ways to Grow Your Yoga Business (Without Working More Hours)*
*100 Lessons Learned from 10 Years of Blogging*

Now, if you’ve already selected a topic for your next blog post, then use the following table to practice writing headlines using numbers:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Headline with Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Step #2: Utilize A Unique Rationale

The word “rationale” simply means “an underlying reason why something should be done.”

Some of the rationales you can include in your headlines are:

- Tips
- Reasons
- Lessons
- Tricks
- Ideas
- Ways
- Principles
- Facts
- Secrets
- Strategies

Examples:

- 5 Tips to Write Blog Introductions Like a Pro
- 15 Lessons I Learned the Hard Way as a 3-Year-Old Blogger
- 8 Principles for Designing a Perfect Landing Page

Step #3: Call For Attention

Every headline should call for attention. You’ve got to convince your customers and prospects to keep reading. The headline can build that momentum for you.

There are “4 U’s” of writing attention-driven headlines:

- Make the headline unique
- Be ultra-specific
- It should convey a sense of urgency
- Your headline has to be useful
Step #4: Various Ways to Write Powerful Headlines

1) State the obvious in your headline:
Write headlines that are easy to understand. Don’t confuse readers by using words and phrases that aren’t common.

Example:

Don’t use: 12 Meticulous Savings Tips For The Financial Amateur.
Instead use: 12 Effective Saving Tips For Those Who Want Extra Cash.
Never use: How to Annihilate Inflammation of Skin Due to Unfavorable Weather.
But use: How to Get Rid of Acne and Other Annoying Skin Conditions.

2) Use interesting adjectives:
You can use adjectives to give your headline a boost and make it super-attractive to your audience’s needs.

Here are some examples of interesting adjectives that you can use to create your headline:

- Fun
- Painstaking
- Free
- Strange
- Incredible
- Effortless
- Absolute
- Essential

Example:

10 Fun Ways to Spend Mother’s Day
10 Incredible Bird Photography Tips for Beginners

3) Flag the reader in your headline:
Address the readers as “you” in your titles. Because the word “you” connects and captivate your readers on a personal level.

Example:

a). For Clickbank Affiliates Only: Double Your Affiliate Commission in 15 Minutes a Day
c). Struggling Bloggers: Create an Endless Stream of Content Ideas With This 1 Website
d). Calling All Struggling Bloggers: Use These 3 Strategies to Get More Blog Visitors
4) Use emotional words:

Emotionally impactful words are popularly referred to as “power words.” Here are some emotional power words to give your readers a pep talk and spur them into action:

<table>
<thead>
<tr>
<th>Amaz/ing</th>
<th>Eye-open/ing</th>
<th>Mirac/le</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audac/i</td>
<td>Faith</td>
<td>Pluck</td>
</tr>
<tr>
<td>Backbon/e</td>
<td>Fearless</td>
<td>Sensat/i</td>
</tr>
<tr>
<td>Belie/f</td>
<td>Fulfill</td>
<td>Spectat/i</td>
</tr>
<tr>
<td>Blissfu/l</td>
<td>Grateful</td>
<td>Spine</td>
</tr>
<tr>
<td>Bravere/y</td>
<td>Grit</td>
<td>Spirit</td>
</tr>
<tr>
<td>Breathtak/ing</td>
<td>Guts</td>
<td>Staggering</td>
</tr>
<tr>
<td>Cheer</td>
<td>Happy</td>
<td>Stunning</td>
</tr>
<tr>
<td>Conquer</td>
<td>Heart</td>
<td>Surprisin/g</td>
</tr>
</tbody>
</table>

Example:

- How to Conquer Writer’s Block in 6 Simple Steps
- Case Study: How Courage Helped Me to Build a 6 Figure Online Business
- The Best Way to Write From Your Heart and Connect With Customers
- Audacity of Content Marketing: 3 Secrets to Outsmart Your Competitors

Step #5: Measure your headline success

i). Client/customer inquiries:
Within a period of 2 – 3 months, did your content generate any client inquiries? It doesn’t have to be much, but the very fact that you got a handful of clients is a sure signal that your headline style is working. All you’ve got to do is just optimize to improve it.

ii). Social media shares:
You’ve got to monitor the number of Facebook shares and likes, tweets, LinkedIn shares, and Pinterest image pins. Making social sharing buttons visible can increase sharing by 7x, especially when the post is useful.

iii) Measure comments:
It’s optional. But if a piece of content generates more comments than other posts you’ve written, it means you did something better – maybe with your headline, promotion, or strategy. You’ve got to figure this out.