



WRITING TIP - HOW TO WRITE HEADLINES

THE HEADLINE is the most important part of your article. 5x as many people read the headline and, on the basis of how compelling the headline is, will make their decision on whether to read your article or not.*

There are 3 important elements to a headline. It must be:

Attractive - there is something in it for the reader. It is helpful.

Interesting - there is something surprising they would not expect.

Descriptive - it tells you what the article is about. It is not mysterious or unclear.

Use this 4-part formula for writing a headline:

1. Start with a number e.g. 4 ways to... or a trigger word - how, what, why.
2. Follow with an adjective.
3. Bring in a key word - this tells you the meat of the article e.g. ideas, reasons.
4. Then have the promise - what they'll get out of it - the objective. Add value. The promise is something that will inspire them to believe "you can do this." Something to get them through their day.

e.g. 3 amazing ways to bathe an elephant.

Why you should ride a camel.

One good reason to ride a camel.*

Here is some additional advice from Chad Cannon, former VP of Marketing for Thomas Nelson Publishers. He says:

The headline will contain a promise - what's in it for your reader needs to be clear.

Make sure the headline addresses your target audience.

Create a word bank of adjectives (see 3 important elements above) you can use for headlines.

*Capture Attention with Catchy Headlines - from Jeff Goins