

Writing Killer Headlines

GeneaLabs

3 Critical Ways Headlines Impact Search, Sales, and Success

Headlines are meant to grab attention, to make it easy for people to make a decision about you and your business, to quickly see if you can help them solve their problem or find the information they are looking for. If people can see that you have something they are interested in, and you make them want to learn more, they will click, read, watch, or listen.

Here's the good news...

The basic approach to writing killer headlines hasn't changed in hundreds of years.

The same principles that were used 50, 150, even 200 years ago still work. You just need to understand how a single headline can drastically impact your search, sales, and success. You need to understand basic human nature.

First, Understand That Prospects Don't Care About You

People care about themselves — what they need, how they will benefit, how it will help them, what problem will it help them solve, what will they learn, etc. When they are doing a Google search, scanning their Twitter feed, browsing through Facebook, or scanning their RSS feeds, they are only thinking of one thing — themselves.

Your headlines need to be about your readers not about you. If you want them to click your link in a search engine results page list, or leave Facebook or Twitter to visit your website or blog, your headlines need to address one of the most basic human interests:

- To be entertained

- To be informed
- To be part of a community
- To solve a problem

You see, your headline does all the heavy lifting when it comes to getting people to visit your website and consume your content, especially when it comes to social media and the search engines.

Second, Optimize Your Headline

Most people don't just search for random things online, they search for a specific piece of information, an answer to a question, or a solution to a problem. That means they are scanning the headlines in the search results looking for the BEST MATCH to what they are looking for.

If you are a dog groomer, and your ideal clients are searching the internet for ways to stop their dog from shedding, you need to be writing articles on that topic, and your headlines need to use keywords and key phrases related to that topic like:

- No More Dog Hair
- Stop Dogs From Shedding
- Eliminate Shedding
- Reduce Shedding of Dog hair
- Reduce Shedding
- Remove Dog Hair
- Why Dogs Shed
- Shedding Dogs

Search engines, just like people, are looking for the most relevant content — the content that best matches what they are looking for. And your headline is the first thing both the search engines and people are going to look at and use to judge whether or not your content is worth listing in the rankings or clicking on.

But before you go stuffing keywords and key phrases into your headlines, heed my advice...

Please understand that if it is obvious that you are adding keywords just to add them, and your headlines sound unnatural — like they are written solely for the purpose of getting good search engine rankings, you will not see the results you want.

People are getting more and more internet savvy as the years go by, and they can tell what you're doing. They don't like it because it looks like you don't care about them and you just care about Google — and no one likes to feel second best. Oh and Google? They hate it when people try to game the system, and they can't stand content that is written for search and not for the consumer, and as a result, that kind of content won't get very good rankings.

The bottom line is that good, natural, quality, relevant content is what everyone wants, and what the search engines are rewarding.

Third, Be Sure Your Headline Makes An Impact

If you want people to read your content, watch your video, or listen to your audio, and take action, you need to create content that sparks their curiosity, appeals to their self-interest, and is easy to understand.

Consumers are busier than ever and they don't have a lot of time. If a headline is boring, blah, uninteresting, cheesy, childish, or too cutesy, you'll be skipped over and quickly forgotten. Headlines need to make an impact and they need to do it quickly. Avoid industry jargon, complicated words, confusing metaphors, or an attempt at wit that falls flat.

So keep it simple, keep it direct, and make it powerful. Make a promise that creates an impact, get them interested, and make them want to learn more — make them want to take the next step.

After all, your headline could be seen on:

- Facebook
- Twitter
- Instagram

- LinkedIn
- YouTube
- Webinars
- Content Upgrades
- Your Email Newsletter
- Podcasts
- Guest Blog Posts
- Blog Comments
- List of Recent Posts
- Email Signature
- Landing Pages
- Product Names
- A Presentation Title
- Pinterest
- An RSS Feed
- Popups
- Print Marketing Materials
- Reddit
- Your Blog
- Sales Pages
- And More!

And every single place your headline shows up is an opportunity to make a great first impression on someone new who has never heard of you, by grabbing their attention, getting them interested, and compelling them to click your link and visit your website.

Then it's up to you and your website to convert them from a visitor into a client or customer ... and that's a whole different guide!

Discover The 12 Most Successful Types of Irresistible Headlines

A headline is often the first experience someone has with your brand. They may see it in a tweet, in a Facebook post, on a search engine results page, on your blog, on a social bookmarking site, on an article marketing site, in your sidebar, etc., and as a result, your headlines play a big role in the first impression someone new has on your brand.

Are your headlines making a great first impression and doing their job to attract attention, spark curiosity, get clicks, and drive traffic back to your website?

Headlines have two main purposes:

- To get the attention of those who see it
- To persuade them to consume more content

Luckily, learning how to craft irresistible headlines that get people to pay attention, click links, and visit your website doesn't have to be a scary, stressful, struggle! The reason most business owners (and maybe you) have so much trouble with headlines is because they are writing their content backwards. Most people get an idea for an article, blog post, or video, and they jump right into developing the main content — Then they quickly hammer out a headline just to get it done.

But that approach is backwards because the headline is the most important part of the content!

The headline needs to be written first. A headline is the promise you make to your reader about what they can expect to get out of the content — It is a promise that they will receive a specific benefit if they read your article, watch your video, or sign up for your tele-class or webinar.

If you just quickly bang out a headline after the fact just to be done, and the content doesn't deliver exactly what your headline promised, you risk alienating your audience. You also increase the chance that your content will be ignored, skipped over, and forgotten — all because your headline was boring and blah. And that is where a lot of content creators get frustrated because they spend a lot of time and effort on great content, but no one is reading it, watching it, or listening to it.

Now you may be thinking, “Okay, so I know I need to start writing my headlines first ... But how do I get started? And how do I write a killer headline anyway?”

And that is perfect! Because I have the answer.

Here are the top 12 most successful, curiosity-sparking types of headlines you need to understand to make your content irresistible:

1. The How To Headline

How To Headlines are the most popular style of headline because people love to learn new things — and they love to do it themselves. The entire self-help industry of books, magazines, movies, websites, training courses, events, and more are all built around the self-help mantra of “how to.”

The key to writing a successful how to headline like, “*How to Lose 7 Pounds in 7 Days Without Really Trying*” is to focus on the benefits the reader will receive.

2. The Threat Headline

A threat headline brings a danger, warning, or risk to light for your readers, and because they (or their loved ones) may be at risk, the headline grabs attention quickly.

A threat-style headline like, “*Warning! What Your Virtual Assistant Doesn't Want You to Know,*” implies that the reader is being mislead, lied to, deceived, tricked, etc. by someone or something they trust — and that they need to know right away. Your

headline promise needs to bring the problem to light, and the promise is that you have the solution. This style headline plays right into the natural human need to protect themselves and their loved ones — people will do more and work harder to avoid pain than to seek out pleasure and joy.

3. The List Headline

People love concrete data. They love numbers, lists, and specific amounts of something because they know exactly what they are going to get and what to expect — and when it comes to content, they also can quickly gauge how long the content will take to consume and how valuable it will be.

While a headline like *“How to Be More Productive”* would work okay, changing it include a number/list like *“7 Tips to Double Your Productivity”* is much more effective because the promise you’re making is much more concrete and the benefits are more obvious. Plus, list-style headlines are more memorable.

4. The Command Headline

Command style headlines like, *“Make More Money Now”* and *“Get More Website Traffic”* focus on the benefit readers will receive if they read your article. This style of headline demands a result and usually starts with a powerful action verb.

5. The Comedic Headline

Entertainment is one of the top three reasons people consume content, along with learning information and being part of a community.

A comedic headline like, *“Six Incredible Ways Business Coaches Are Like Ham Sandwiches,”* that spark either humor, laughter, curiosity, shock, or that, *“Oh my gosh did she really write that? I have to read it now!”* response, is a surefire winner because it taps into the reader’s desire to be entertained.

6. The News Headline

News headlines like, “500 Visit Sacramento For The Fourth WordCamp Sacramento” work great ONLY if you really have real news to report. There is nothing worse than misleading your audience with a news-style headline and promise, when you’re just promoting and marketing your regular products, services, and programs. No reader appreciates being tricked.

7. The Mysterious Solution Headline

The mysterious solution headline presents things that may be unheard of, shocking, unprecedented, never before seen, amazing, or even unbelievable.

A mysterious solution-style headline like, “6 Shocking Ways These Business Owners Added Millions to Their Bottom Line in Less Than One Year,” immediately shows the reader that you’re not going to just be regurgitating the same old tired, boring, repeated over and over solutions and advice.

Caution: don’t use this headline style if you are not sharing anything revolutionary or at least a totally different perspective.

8. The Social Proof Headline

The social proof headline shows that other people are already experiencing success and the results you want to experience.

Social proof headlines like, “Thousands of Mom’s Can’t Be Wrong: Learn Why You Need The Sleep Genie Too,” tell the reader others have bought and liked it, others have tried it and been happy, others recommend it — and the social proof endorsement helps remove any fear and objections they may have about the product, service, or program. This headline works especially well with a person of influence offering the social proof like, “Katy Perry Keeps One In Her Purse, Shouldn’t You?”

9. The Testimonial Headline

If you have raving fans, use their own words and testimonials to do your marketing and sales for you. It is often much more effective to let others tell your audience how great you, your products, and services are instead of you telling them.

Headlines like, *“I Tripled My Income In 90 Days With Just One of Jane Smith’s Suggestions!”* work like a charm. The recommendations of your clients and customers speak volumes and can go a long way in making sales. Just make sure you provide as much information about the client or customer you’re quoting as possible to demonstrate the credibility of the claim and prove that it is real and trustworthy.

10. The Question Headline

Question headlines draw in readers and get them involved in your content quickly because they will read the headline and try to answer it in their head, and then read your article to find out your answer and your perspective.

Question headlines like, *“Are you struggling to get your online business off the ground?”* get people’s attention because they focus on the reader not on the writer, they speak right to a pain point or need, and the reader can relate to the content with a yes or no answer before even reading it.

11. The Reluctant Headline

A reluctant headline plays on the human’s desire to get things without working for it and to have things be easy. It also speaks right to the person who needs help but may be making excuses.

For example, a headline like, *“How to Network Like a Rockstar Even If You’re Uncomfortable Talking About Your Business”* speaks right to the business owners who needs to network, but may be avoiding it because they don’t know how to speak about their business confidently, and a headline like, *“Double Your Income*

Without Working Like a Dog” speaks right to the person who wants to make more money, but simply can’t work any harder. A reluctant headline typically starts with a big benefit or solution and ends by squashing the common excuse or objection.

12. The Time Sensitive Headline

The time sensitive solution gets readers to take action. For example, headlines like “Get \$10K Worth of Training for Only \$4K For The Next 3 Days Only” sparks fast action because the offer is only available for a limited time and the reader may miss out if they don’t act now. Another type of time sensitive headline like, “Boost Your Business In 60 Days or Less” uses time as a benefit instead of using it for urgency.

This approach works well because consumers like to know how long things will take, for example how long they will have to wait to experience the perceived benefit.

How To Quickly Turn 1 Headline Into 30 Different Headlines

As a business owner, you need to produce a lot of content. You need content for your website, blog, email newsletter, squeeze pages, sales pages, landing pages, guest blogging opportunities, article marketing, special reports, videos, podcasts, tele-classes, webinars, social media, and more — and each individual piece of content needs to have a killer headline.

That's a lot of headlines you have to write — headlines that have to pique curiosity, gather interest, get attention, tug at emotions, compel action, drive sales, earn clicks, and more.

I know it can be really tough to constantly come up with powerful, persuasive, irresistible headlines that work. That's exactly why I'm sharing this resource with you, and why it includes more than 200 fill in the blank headline formulas you can use to quickly write killer headlines.

But I want to take it a step further.

Let's say you write a simple but effective headline for a blog post. It gets a ton of click-throughs from your social media posts, people are retweeting it and sharing it on Facebook, and you're loving the visibility. Clearly this is a hot topic and you want to capitalize on its popularity by posting it around the web — as a guest post on a peer blog, on an article marketing site, etc.

But then you begin to worry about the potential search engine smackdown associated with duplicate content. You get nervous, freak out a bit, and instead you just move on and write a new article.

That stinks! And it doesn't have to be that way.

Yes, duplicate content is a big deal and posting the same article on multiple websites around the web is not a smart idea. But that doesn't mean you can't reuse the same article with success ... you just need to tweak your strategy.

You need to turn one headline into five, fifteen, or even thirty different headlines!

Duplicate content refers to the exact same content duplicated on multiple websites. It does not refer to similar content. A great rule of thumb when it comes to reusing your content is to: Write a new headline, change up about 30% of the content, and write a new introduction and conclusion paragraph targeted at delivering on the new headline's promise.

Now most of the time tweaking and editing your content is quick and easy. You already wrote it once, now you just need to tweak and edit it here and there.

Writing new headlines on the other hand, tend to not be so easy.

So I'm making it easy on you, and giving you some quick and easy ways to turn one headline into at least 30 additional headlines!

Turn One Headline Into Thirty Headlines

The example headline:

- How to Make More Sales Online

Now let's look at some simple changes we can make to the headline to create several more headlines that are even better:

- How to Make More Sales Online In Six Easy Steps
- What Every Business Owner Needs to Know About How to Make More Sales Online
- 3 Easy Ways You Can Learn How to Make More Sales Online
- The World's Worst Advice on How to Make More Sales Online
- How to Make More Sales Online — The Secrets Sales Gurus Don't Want You To Know

- 6 Trusted Experts Share Their Secrets on How to Make More Sales Online
- How to Make More Sales Online So You Can Make More Money And Work Fewer Hours
- I'm Pulling Back The Curtains And Showing You How to Make More Sales Online
- How to Make More Sales Online Without Using Sleazy, In Your Face Marketing Tactics
- The New Rules About How to Make More Sales Online
- Here's What You Don't Know About How to Make More Sales Online
- Are You Struggling With How to Make More Sales Online
- 3 Big Lies You've Been Told About How to Make More Sales Online
- How to Make More Sales Online — 3 Tips Million Dollar Business Owners Swear By
- Don't Read This If You Don't Want To Know How to Make More Sales Online
- How to Make More Sales Online Quickly and Easily
- Secrets of a Wildly Successful Shopping Cart: Learn How to Make More Sales Online
- Stay At Home Mom Discovers How to Make More Sales Online In Less Than 30 Days
- How to Make More Sales Online Like a Know-It-All Veteran Marketer
- The World's Best Advice on How to Make More Sales Online
- How to Make More Sales Online Even If You Don't Have a Shopping Cart
- 5 Stupid Pieces of Advice About How to Make More Sales Online
- How to Make More Sales Online — Shocking Truths About Converting Visitors Into Clients
- How to Make More Sales Online If You Don't Have a Website
- Never Worry About How to Make More Sales Online Again
- Warning! If You're Still Not Sure How to Make More Sales Online, You Must Watch This Video
- How to Make More Sales Online To Support Your Offline Business Growth
- Truth And Lies In Social Media About How to Make More Sales Online
- How to Make More Sales Online With One Simple Tool That's FREE!

- Stop Living Paycheck to Paycheck And Finally Learn How to Make More Sales Online

As you can see, one simple headline can be tweaked here and there to create 30 additional versions of the same headline.

Now you can take the high-quality, high-value, well-written content from your first article, and repurpose it into 30 new articles, blog posts, audios, podcasts, webinars, videos ... or a combination of all of them to create new, fresh content you can feel good about posting on various sites around the web.

Just remember to rewrite the introduction and conclusion of the content, and tweak the rest as needed to ensure you deliver on the promises you make in your headlines.