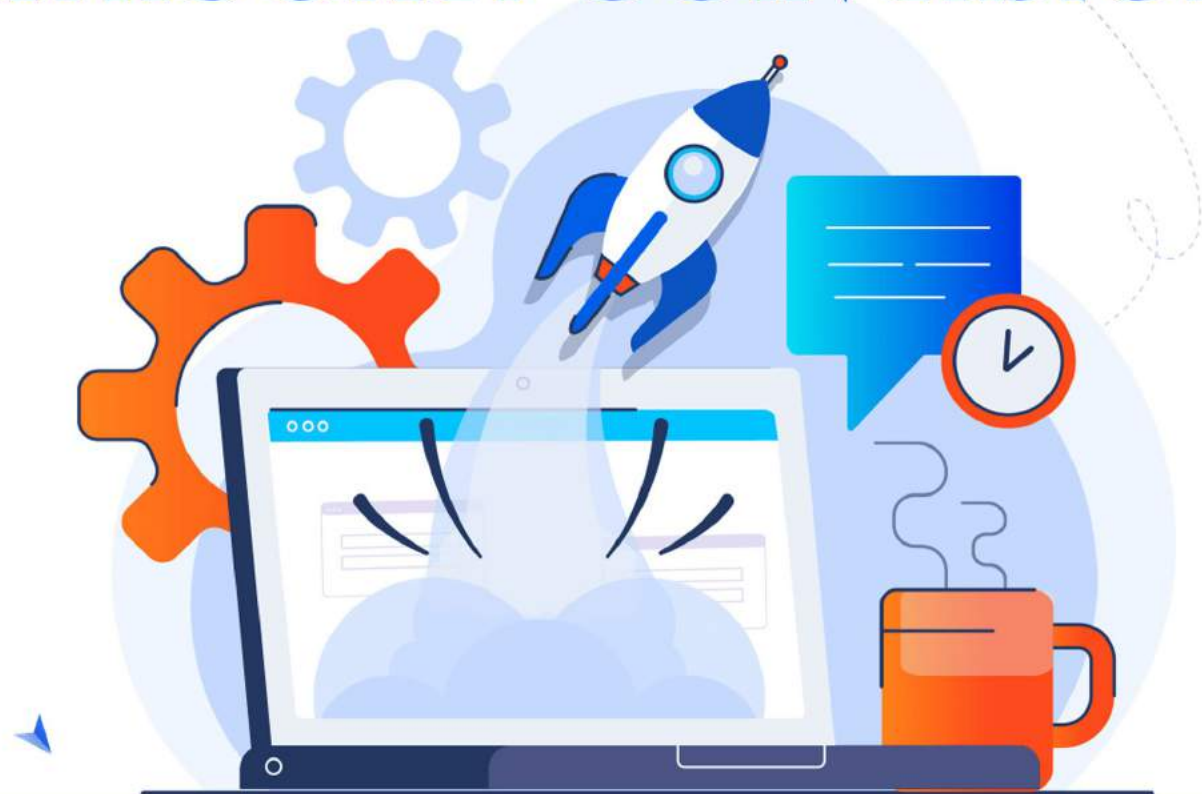


7 HEADLINE FORMULAS TO SKYROCKET CONVERSIONS



MOST PEOPLE READ THE CONTENT CAREFULLY ONLY IF THE HEADLINE IS EFFECTIVE. A HEADLINE SHOULD BE WRITTEN NOT ONLY TO ENGAGE THE AUDIENCE BUT ALSO TO SOUND ATTRACTIVE. HERE ARE SOME HEADLINE FORMULAS THAT WORK:



"THE SECRET OF/TO...":

If your piece tackles insider knowledge about a specific topic, use it to your benefit. Use this headline formula to communicate how your secret benefits the reader.

HERE'S A QUICK/EASY WAY TO [SOLUTION TO PROBLEM]:

People love easy and quick solutions to their problems.



[DO SOMETHING] LIKE [BEST/TOP /WORLD-CLASS EXAMPLE]:

People want the best out of all. Using superlative terms makes for a catchy headline.

THE LAZY [SUBJECT'S] WAY TO [SOMETHING]:

While no one likes to describe themselves as lazy, everyone loves the lazy way since it saves time and effort.



YOU DON'T HAVE TO BE/NEED [SOMETHING DIFFICULT] TO BE [DESIRABLE RESULT]:

Create the headline in the ways that you have removed or at least softened the wall between your reader and their desired result.

[NUMBER] WAYS TO [...]:

While this may seem like a "how to" headline, it's boosted by how specific it is. The reader knows exactly what to expect.



WHAT EVERYONE NEEDS TO KNOW ABOUT [SOMETHING]:

Curiosity is the power to attract the reader. Hook them by telling them what they (and everyone else) need to know about a specific topic.

REMEMBER THAT UNDERSTANDING HOW THESE FORMULAS WORK IS KEY TO USING THEM. ALSO, THESE ARE FORMULAS YOU CAN ALTER TO FIT YOUR CONTENT BEST AND HOOK YOUR TARGET AUDIENCE.

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