

Six Powerful Types Of Headlines

Your headline is what grabs attention. It's what piques the interest of your reader, and compels them to start reading. Pro copywriters sweat over headlines. They understand that their headline is the element that determines how many people start to read their carefully crafted copy, or not. Get your headline right, and you'll start your reader off on the slippery slide that is your copy. Get it wrong, and nobody's reading. Here are a few tried and tested "headline formulas" that can be a useful place to start:

1. "How To" Headlines

These headlines are really common, they are a classic direct response formula because they can be hugely effective. You'll often find this headline formula used on the front covers of glossy magazines. Sometimes they'll take the "How To" off the front, so you're straight into the meat.

"How To Stop Gaining Weight And Start Losing Fat – TODAY"

"How To Dramatically Increase Your Revenue In Less Than 6 months"

"Shrink Your Thighs In Just 4 Minutes a Day."

2. "Secret" Headlines

Tell someone that you've got a secret and they are going to want to know what it is. Natural curiosity is what makes this formula work, and it's why a secret-led headline can really capture the attention of your reader.

"The 6 Secrets To Escape Your Copywriting Confusion"

"The Secret That Dentists Don't Want You To Know About Naturally White Teeth"

"Keep It To Yourself... The Secret Seven Day Sale"

3. "7 Steps" Headlines

Using numbers is a really key way to get people reading – but remember to use numbers that stick out like a sore thumb.

You're trying to capture the attention of the reader, so steer clear of 'nice' numbers that just blend into the background – what's more interesting:

"19 Steps To Lose 37lbs in One Month" or "20 Steps To Lose 40lbs in One Month?"

"13 Steps To Perfect Your Copywriting"

"37 Ways To Make The Most of Your Lunch"

"7 Simple Principles To Keep Wrinkles At Bay"

4. "How I" Headlines

These headlines are really common, this is a classic direct response formula.

"How I Overcame Joint Pain, Got Off the Sidelines, and Back in the Game."

"How I added 20 Yards to My Drives and Now Hit the Fairway More Often than a PGA Pro."

5. "Who Else" Headlines

"Who Else Wants to Earn £2000 a month by Working just 2 Hours a Week?"

"Who Else wants to Save Thousands EVERY Year With One Unusual Trick?"

6. "Guarantee" Headlines

Offering an effective and simple "Risk Reversal", can be a really effective way to engage with your reader.

"Sell Your Home In 7 Days or Less – Guaranteed"

"Pizza Ordered and Delivered in 25 Minutes or Your Next One's FREE"



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