



Checklist 15 - Write Irresistible Headlines

Project Name: _____

Date: _____

Yes No

With the immense content, marketers have to deal with; it's no secret that sets the perfect headlines is a big help in attracting traffic. However, a lot of people often lack the art of mastering irresistible headlines, which is why we have provided various steps that can help you dominate headline-making.

Step 1. Write as many headlines as you can

- 1 The key is to write different headlines based on the same content except you test the best one with an A/B test.

- You can use WordPress Plugins to Spilt test titles.
- Makeup 5-10 different titles.
- Determine which one works for you.

- 2 The idea is to pre-plan your ideal headline and let science help you out.

Step 2. Try using specific numbers and data in your headlines

Notes

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3 You need to start numbers to show your audience that you mean business, and it will increase your content's effectiveness.

4 Remember, if you use numbers, it instantly becomes receptive to the human brain.

5 It's a good idea to use odd numbers rather than even numbers as it is seen to be more appealing.

6 Always use numerals instead of the word of the number.

Step 3. Make it educational

7 Try and educate your audience in the form of your Headlines.

8 Use DIY, helpful tips, a beginner's guide, and an introduction to as headlines to attract audiences.

Step 4. Give your audience a reason to click on to your content through the headline

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You can use various rationales like:

- *tips*
- *tricks*
- *ideas*
- *ways*
- *strategies*

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You can use ideas like:

- *5 ways to build up your blog like a pro*
- *19 facts you never knew about marketing*
- *7 Headline ideas to make your audience run after your content.*

11

Try your best to be convincing and informative in the way you use Headlines.

Step 5. Grab the attention of your audience

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Make sure your headline is unique

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- Use keywords to reflect your content
- Add your personal touch to make it unique
- Further, use A/B testing to determine its uniqueness

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Be specific in the way you make your headlines

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Make your headline sound useful

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Make your headlines simple and easy to understand

Step 6. Make your headlines sound better

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Try using adjectives in your headlines like:

- Fun
- Painstaking
- Strange
- Incredible

Notes



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17 You can always try flagging your audience by engaging them within the title. Address your audience with “you.”

18 Always state the obvious and make your content known by the way you use your headlines.

Notes