



6 of the most awesome headline writing tips ever

by Keren Lerner from Top Left Design

Great headlines will help your shared content get clicks and create traffic to your blog and website. Headlines should be clear and should communicate value to your audience. Here are some tips to get your headline writing brain whirring with ideas!

- 1 Use numbers** – eg. *“8 reasons why we sent our newsletter on the Friday before the end of October”* or *“5 Ways to Stay Productive When Working from Home.”* People love these types and they are the most commonly shared. See also: *7 reasons why list posts will always work.*
- 2 “Solve that problem – once and for all!”** – This is something you need to think in the minds of your audience – what is the one problem they might have – eg *“The #1 Conversion Killer in Your Copy (And How to Beat It)”*
- 3 Lists or Roundups posts** – eg *“5 online tools we use in our business that make our lives easier”*.
- 4 Use emotional words to get people excited** – eg *“30 Awesome Typography Posters That You’ve Probably Never Seen Before.”*
- 5 If you feature an interview with high profile people** – Anyone who Googles their name may see your your post! eg. *“Bloggers Face-Off: Darren Rowse vs. Jeremy Schoemaker.”*
- 6 That one thing** – This makes people feel curious – people want to know what is that one thing? Eg – *“The one reason we didn’t go for VC funding”*.



Top Left Design

www.topleftdesign.com