HACK YOUR HEADLINES

CHEATSHEET

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Need more help writing a killer headline? Follow these 5 principles to write a powerful, attention-grabbing headline every single time:

1. ADDRESS A VERY SPECIFIC AUDIENCE

People want to know that your content is written for *them* and isn't something generic.

You can laser-target your headline by calling out the exact audience you're targeting.

Regular headline: 19 Tips for a Successful First-Date

Viral headline: 19 First-Date Tips for Divorced Moms over 40

You can instead add "you" or "your" to the headline to directly address the reader.

Regular headline: 5 Credit Score Hacks

Viral headline: 5 Hacks To Boost Your Credit Score

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2. HIGHLIGHT THE BENEFIT THE USER WILL GET IF THEY CLICK

Why should someone click *your* headline instead of all the others? You need to make it very obvious what benefit the reader will get if they click on your link.

Regular headline: 19 Tips to Boost Your Metabolism

Viral headline: 19 Tips to Boost Your Metabolism and Build Muscle Faster

If the user clicks on this headline, it's clear that the benefit they'll get is to build muscle faster.

A "benefit" you may not have thought to use is the benefit of an emotion. For example, if this content will surprise, amaze, dazzle, or shock them.

Regular headline: 19 Tips to Boost Your Metabolism

Viral headline: 19 Tips to Boost Your Metabolism That Will Shock You

3. HIT THE PAIN POINT THEY MOST WANT TO AVOID

Add a pain point your audience deals with to power-up your headlines and make them more impactful.

This is the exact opposite of pointing out a positive benefit. Instead, focus on the pain point your readers want to avoid the most.

Regular headline: 19 Surprising Tips From a CPA

Viral headline: 19 Surprising Tips From a CPA to Quickly Get Out of Debt

You can also move the pain point straight the beginning of the headline to instantly grab the readers attention.

Regular headline: 19 Surprising Tips From a CPA

Viral headline: Get Out of Debt With These 19 Tips From a CPA

4. MAKE THE BENEFIT APPEAR QUICK AND SIMPLE TO ACCOMPLISH

Nobody wants a big commitment when they're most likely looking for a quick answer.

If you imply that what's behind the click is difficult, it's going to turn off most people.

So flip the script and go the exact opposite direction.

Don't just mention the benefit, but take it one step further and claim this benefit is achievable very easily.

Regular headline: 5 Steps to Burn Fat Without Exercising

Viral headline: 5 [Simple Steps] to [Quickly] Burn Fat [Without Exercising]

You can also specify how long it will take to achieve this benefit.

Regular headline: How to Raise Your Credit Score by 20 Points

Viral headline: How to Raise Your Credit Score by 20 Points in 2 Weeks

5. ADD A SENSE OF URGENCY TO GET THEM TO CLICK NOW

Power words like Now, Today, and Immediately add urgency and give one last push to your reader to click your headline.

Regular headline: 6 Things That Are Destroying Your Business

Viral headline: 6 Things You're Doing Right Now That Are Destroying Your Business

While it's just a simple phrase or word that gets added to your headline, it can do wonders for your clickthrough rates.

Here's one more example.

Regular headline: How to Fix Your Broken Heart and Start Living Again

Viral headline: Fix Your Broken Heart and Start Living Again Today

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