

How to Make Epic Headlines That Accomplish Results



First: ENGAGE

What is a headline and why take time to make it epic?

Headlines are the titles of blogs, articles, white papers, etc. The more compelling and engaging you make a headline, the more likely your audience will click to open it. Beware! Your work can only make an impact if it is read.



3 simple steps to write an epic headline

Follow these three steps to write your irresistible headline.

STEP 1

Use words that describe the topic for your headline. Then identify one best value proposition, the reason your audience should read it, to attach to it.



STEP 2

Download and review the 100+ Headline Templates PDF. Then, revise your headline using one of them.



STEP 3

Use the free Headline Analyzer tool from CoSchedule to check the degree of irresistibility of your headline. Continue to revise it, striving for a score of 75 or more.



Then: EXPLORE

Revive and embolden your headline writing skills

Find the most potent Power and Emotion headline words to earn a high score in this microgame.



Which headlines do think are most effective? Compare your answers to other's.



Finally: ENACT

1 Identify your topic

Write your main idea in a short phrase or sentence.

2 Revise by applying a headline style

Rewrite your headline in a "List", "How To", or "Question" style.

3 Revise key words and character length

Use the Headline Analyzer tool to refine your headline.

Try the Augmented Reality Enhanced Printed Version

1. Get the ZAPPAR app (Android and iOS)
2. Scan this worksheet
3. Interact with it

