



The Coach School

Bonus:

*How to Write Great
Headlines*

ALLI WORTHINGTON



BONUS:

How to Write Great Headlines

“Five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.” — David Ogilvy

- **The importance of great headlines:**
 - The headline is the most important copy on your page.
 - Its job is to stop prospective clients in their tracks.
 - Headlines affect engagements, bounce rates, clicks, conversions, subscriptions...all of it.
 - If you spend 3 days on copy for your site, spend 2 of those days on headlines. That’s how important they are!
- **Great headlines:**
 - Intrigue the visitor (highlight value, keep them moving down page, promise something that is both enticing and believable).
 - Meet expectations (match tone of the CTA – call to action – that got them to the site or to your email list).
 - Communicate clearly what the visitor can/should do.
 - Get to the point (write what your potential client wants to see, ideally in 12 words or less).
 - Answer the question, “What’s in it for me?” (for your perfect client, not you).
 - Help content get shared. In Jonah Berger’s book ‘Contagious’, he found that people share things to produce and accumulate social currency. In other words, we share things that make us look rich, cool, clever, or other personal traits that we generally want others to see in us.
 - Pique people’s curiosity.
 - Use keywords (see the SEO bonus for more details on this).
 - Use the The Coach School email headline examples in the Module 7 Bonus.

(cont.)

- **Headline tricks that really work:**
 - Make an almost unbelievable claim: "I paid down \$157,000 of debt in 12 months. Here's How I Did It"
 - Give a time limit: "Download my FREE action plan for stressed-out moms in the next 24 hours."
 - Be unexpected: "Writing book proposals can be fun! I'll show you how."
 - Destroy an objection: "Think you can't lose weight? Let me prove you wrong."
 - Tap into something visceral: "Tired of swiping right and breaking up? Find your soulmate with my help."
 - Use trigger words: Examples: growrevenue.io/trigger-words-50-examples
 - Use numbers (the bigger the better) instead of words: "79 tricks to help you stop smoking for good"
 - Hint at secrets, ideas, reasons, and facts: "The secret to making 6 figures from your home-based business"
 - Create urgency: "85 Ways to Save Money This Week"
 - Teach something useful: "Write Your Novel in 15 Minutes a Day"
 - Be extremely specific: "How I Went from Intern to CEO in 563 Days"
 - Use adjectives: "37 essential items for a well-organized home"
- **Headline templates**
 - Even-if: "Even if you've never lost weight and kept it off, my plan works."
 - How-to: "How to get five-figure donations for your non-profit"
 - List: "Top 15 cleaning tips for pet owners"
 - Why, When, or How: "When to service your car so it lasts longer"
 - The Ultimate: "The ultimate Pinterest-for-business guide"
 - The Simile: "Save like a miser so you can vacation like a celebrity"
 - Ask a question: "Are you ready to build the career of your dreams?"
- **Headline formulas to play with**
 - Who Else Wants: "Who else wants a fun marriage?"
 - Little-Known Ways: "Little-known ways to pay for college"
 - Quick Ways: "The quickest way to toilet train your child"
 - See How Easily: "See how easily my client turned \$500 into \$50,000"
 - Give Me __ and I'll __: "Give me 15 minutes and I'll show you how to find your dream agent"
 - How __ Made Me __: "How one phrase made me rethink my marriage"