



The Wealthy Boomers Guide

Writing Headlines

That Get Clicked

By Mike Gaudreau

Writing Headlines That Get Noticed

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We have all heard it before. The money is in your list and you need good content and a nice site design. But you need to attract eyes in order that they notice and read your content and want more by signing up. **The most important part in writing content whether it be a blog article or an email or a text ad is its headline.**

Consider the following from advertising tycoon [David Ogilvy](#) who noted:

“On the average, 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.”

So, how can we write catchy headlines that get noticed? I will outline a few ideas and methods below that have proven to work for me. But always **ask yourself** this about your headline as you develop it; **“Is this something that would make me read on?”**



1. Start with A Draft Title

The first thing I do is **draft the title**. Usually it is just the idea for the post or article or email. For example, my draft title for this article was How to Write Good Headlines. Pretty boring title I think. But, from this starting point, you can develop this title into something far better using some of the ideas below.

2. Keep It Reasonably Short

There is **no single answer for the optimal length** of your headline. Try to use these guidelines with reason as the

solution lies in between user tendency and any technical constraints.

For example, your title won't get truncated in search engine results if it is **70 characters or less and 8 to 12 words long**. [This HubSpot article](#) covers this and more. This should also work well for Twitter and Facebook if you use those platforms.

3. Use numbers

For some reason, **we like titles with numbers**. They have been in use for many years by professional copywriters. Next time you are at the supermarket have a look at the magazines and tabloids at the checkout counter. I guarantee that you will see many articles that employ a number in their headline.

Have a look at these from recent editions of [Cosmopolitan](#) and [O Magazine](#).

4. Spice It Up a Bit

Add some colour to your headline so long as it does not detract from its accuracy. **Use alliteration** like “fantastic facts” **or strong words** like “mind boggling” to grab attention. We will cover some other words to use a bit further down.

5. Accuracy Is Important

When writing your title **make sure that any facts are true**. If you are writing about 9 things, then make sure there are nine in the article. If you are making a claim, then ensure that there is proof that can be easily found on the internet or try to link to supporting material in your article.

Credibility is very important. Make sure your facts and claims don't get lost because of your headline.

6. Employ Some Interesting Adjectives

Here are a few ideas of some **attention-grabbing adjectives**:

- Effortless
- Painstaking
- Fun
- Free
- Incredible
- Essential
- Absolute
- Strange

7. Use rationale that is unique

If you are **writing a to do list**, try to be original by considering using the following:

- Reasons
- Principles

Facts
Lessons
Ideas
Ways
Secrets
Tricks

But If possible **do not use the word *things***. The above examples are far better to use.

8. Use the Trigger words *what, why, how, or when*

These words are triggers. I like to use “**why**” and “**how**” a **lot**. These two words are enabling and persuasive. Usually you will use a trigger word or a number. It most often does not sound good to use both.

9. Make a promise

Promise your reader something of value in your headline. Show them how to do something or why something is important. Give them several good ideas to consider. Persuade them that if they try what you are saying that they will be successful.



Final Thoughts

So, let's see if my headline for this article stands up to the techniques I have spoken about above.

[“9 Essential Ways to Write Super Catchy Headlines That Get Noticed”](#)

I have used a number, an attention-grabbing adjective, a unique rationale, and a promise. It is 11 words in length and about 65 characters long. I have used 6 of the 9 guidelines to create this headline.

Remember that you don't have to use all of these ideas. Just apply the ones that make sense at the time of writing. I find that at the very least I pay attention to headline length, use of compelling adjectives and trigger words and numbers.

I wish you well and I hope I have been of help. I would like to hear what you think and about your own experiences.

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