

## Checklist for Effective Headline Writing

<http://johneingle.com/generate-powerful-headlines/>

- Is the headline loaded with attention-getting words designed to stop readers in their tracks and draw their interest?
- Is a specific audience identified and targeted?
- Does the headline deliver a captivating and complete statement that makes readers want to read on?
- Is it specific?
- Does it woo the reader into the body copy?
- Is it as powerful as it can be?
- Does it intrigue?
- Does it offer a solution?
- Does it remind prospects of their anxiety?
- Does it make a huge promise?
- Does it appeal to the prospect's self-interest?
- Does it supply news?
- Is it very clear at first reading or is it confusing with 2 or more possible meanings?
- Could curiosity be added to increase the appeal?
- Does it say what you want it to say?
- Does it offer the most valuable benefit?
- Is it believable?
- Is the message of the headline focused on my intended audience?
- Would the message be enhanced with the use of a photograph?
- Could the headline be made more visually captivating with any additional graphic enhancements?
- Does it call out to your target audience with a message that's of specific importance to them?