

Four Functions of the Headline

1. Get attention
2. Select the audience
3. Deliver a complete message
4. Draw the reader into the body copy

Headline Types

1. Direct headlines
2. Indirect headline
3. News headlines
4. How-to headlines
5. Question headlines
6. Command headlines
7. Reason-why headlines
8. Testimonial headlines

Develop “swipe” files

The 4 U’s formula for writing effective headlines

1. Urgent
2. Unique
3. Ultra-specific
4. Useful

Technique for Producing Headlines

1. Who is my customer?
2. What are the important features of the product?
3. Why will the customer want to buy the product? (What product feature is most important to them?)