

5 Secrets to Writing Killer Headlines

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ART & SCIENCE



Writing killer headlines isn't a mystic art...

It comes down to knowing your niche and expanding your toolkit.

Here's everything you need to know to write headlines like a pro.

BE CLEAR, CONCISE...



And focus on the value proposition.

Users need a strong reason to click. Do not make it easy for them **not** to.

Don't write: "How to Make Money Online."

Do write: "How to **Earn \$1000** a Month With **Affiliate Marketing.**"

BE CERTAIN & CONCRETE



Certainty imputes authority, so write about what you are an expert in.

Prioritize **timely, relevant** topics and use language that refers to **specific** and **tangible** things, rather than abstract and vague concepts.

ACTIONS INTO IDENTITY



Don't "help" be a "helper."

People are more likely to act in accordance with their self-image and values.

Instead of writing "How to Help the Environment," write "How to **Be an Eco-Friendly Citizen.**"

USE SIMPLE PRONOUNS



Pronouns create a connection with your audience and make them feel involved and empowered.

Instead of "How to Start a Blog," write "How **You** Can Start a Blog Today."

USE EMOTION & POWER



Emotions, whether positive or negative, evoke responses.

Google analyzes the sentiment of entities in order to rank content.

Appeal to human emotions that drive decision-making and behavior, such as curiosity, fear, anger, joy, or surprise.

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