



# The #1 Thing That Gets Emails Opened, and Social Posts READ

(The Ins and Outs of Headline Creation.)

# WHY Headlines?

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1. Share **USEFUL INFORMATION**
2. Give your **AUDIENCE** an **OVERVIEW**
3. Get potential clients to **KEEP READING**



# Components of a GOOD Headline

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1. Ultra-Specific
2. Unique
3. Useful
4. Urgent
5. Simple
6. Trendy

# Ultra Specific

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Laura Lopuch  
waitingtoberead



COPYWRITING • GROWTH MARKETING

## How to Listen: A guide for marketers who want to know what their customers want



Unique

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# 20 Embarrassing Things Literally Everyone Does

PUBLIC PERSONA: MEET IN-PRIVATE CRAZY PERSON.

Useful

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# How Do I Monetize My Blog (Or Podcast)?

Urgent

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14 September 2020

**SNORE OFF** If you snore you could be  
**THREE TIMES** more likely to die of  
coronavirus, docs warn

# Simplicity





# Trendy

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## **What's 'Zoom fatigue'? Here's why video calls can be so exhausting**



# Headlines

**Tips and Tricks.**

[www.wildonewriting.com](http://www.wildonewriting.com)

# Tips and Tricks - #1 - Ask a Question

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## Are You Good Enough?

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 **3K**  
SHARES

Tips and Tricks - #2 - Make a List

# 29 life lessons learned in travelling the world



## Tips and Tricks - #3 - Use Strong Language

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# Fairy Tail: 10 Hilarious Memes That Will Make You Cry Laughing

Fairy Tail is filled with funny moments, and these memes play off that perfectly.

BY KARLI IWAMASA

SEP 15, 2019





# Headlines

**Let's Try it Out.**

[www.wildonewriting.com](http://www.wildonewriting.com)

# Ultra Specific + Ask a Question

# Useful + List

[www.wildonewriting.com](http://www.wildonewriting.com)



# Trendy + Strong Language

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# Headlines Keep Your Audience Reading

**Questions?**

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