

Leveraging the Marketing Power of an Article

Headline Formulas

People want to be “in the know.” Use these headlines to appeal to a readers desire to not be left out of the information circle.

1. The Insider Secret to *Action or Desired Result*

The Insider Secret to Business Success
The Insider Secret to a Buying a Car

2. Little Known Ways to *Desired Result*

Little Known Ways to Stay Healthy in Winter
Little Known Ways to Keep Your Dog from Smelling (Beware of the dangling participle!)
Little Known Ways to Eliminate the Clutter in Your Life

Challenge the reader to question their actions. If the headline leaves the reader wondering, even for a moment, they'll read more.

3. *Action Now, or you'll Regret It Later*

Invest in Stocks Now or You'll Regret It Later
Test Your Drinking Water Now or You'll Regret It Later.

4. Do You Make These Mistakes When You *Specific Action*

Do You Make These Mistakes When You Buy a Car?
Do You Make These Mistakes When You Want to Lose Weight?
Do You Make These Mistakes When You Write Article Headlines?

People want convenience. If it's a topic that matters, anything that will make the desired outcome quicker and easier will be very appealing.

5. Here's a Quick Way to *Solve Problem*

6. Here's a Simple Way to *Solve Problem*

Here's a Simple Way to Save Money
Here's a Quick Way to Potty Train Your Puppy

7. See How Easily You Can *Desired Result*

See How Easily You Can Help Your Asthma
See How Easily You Can Learn to Dance

The no-hype upfront promise approach. This title tells the reader exactly what they will learn.

8. # Ways to *Desired Result*

Five Ways to Increase Lead Generation
Seven Ways to Encourage Teamwork
Ten Ways to Write Your Headline

9. *Action-Desired Result Once and For All*

Eliminate Destructive Gossiping in Your Office Once and For All
Get Rid Of Productivity Killers Once and For All

10. # Ways You Can Easily *Desired Result*

Two Ways You Can Easily Combine Headlines to Create a New One
Four Ways You Can Lose Weight Once and For All

Bang out Quick and Easy Bullets

1) Start the introductory sentence with a dash, colon or the ellipsis points (the trailing off of a thought or a significant pause)...

- This is a standard way to handle bullets
- Always start with a capital letter
- No end punctuation in sight
- Be consistent

2) If you have a list of action items bullets are perfect. Start off with the beginning of your sentence.

Make sure you:

- Keep each phrase in a consistent tense.
- Start each phrase with the same type of word (i.e. noun or verb).
- Check each phrase so it completes the initial prompt.
- Include a period at the end of each sentence.

Online Sources for Your Article

<http://www.ezinearticles.com>

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