

POWER HEADLINE CHECKLIST

After the comprehensive process of writing your killer headline, here is a super simple checklist to make sure it's the best it can be!



Is there a BIG promise or benefit?



Is it specific enough to apply to just one industry, business or topic?



Does the headline relate to the content? No bait and switch!



Does the headline target just one emotional trigger?



Can you add urgency to make it relevant NOW?



Have you powered up bland words?



Is the headline as succinct as it could be? Can you cut words out?



Is there a keyword?