

1. Write your headline first.

2. Make an intriguing promise.

3. Keep a swipe file.

4. Use keywords.

5. Understand your audience.

6. Be descriptive, not clever.

7. Write a "How-To" headline.

8. Write a "List" headline.

9. Put "why," "here's why,"
"what," or "when" at the
beginning of a declarative
statement.

10. Use words such as “some” and “almost” to increase credibility.
