

Write Eye-Catching Headlines That People Can't Resist

Written by Bob Hoffman
SEO Digital and Print Copywriter

If they don't like the headline, they won't read your sales pitch. It's that simple. In fact, an attention grabbing headline is so important that some copywriters have made a career of it. It is vital to select the perfect headline to complement your sales message. Be careful not to use a spectacular headline that has nothing whatsoever to do with the sales message. The reader will feel cheated and the effectiveness of your headline will be severely diminished.

The **classic headlines** that you often see begin with words like...

- 10 Ways to...
- Don't Buy Unless You've Read...
- How to...
- Discover Why...
- Announcing the Latest...
- Learn the Quickest Way to...

...and the list goes on. To drive the point home, remember when the space shuttle Columbia crashed. It was a tragic accident that took the lives of 7 crew members aboard the flight. After reporters gathered details, a major newspaper published the breaking news with a 2-word headline printed in huge block letters, **SHUTTLE CRASHES**. Those two chilling words were responsible for selling every single newspaper printed that day.

Suppose the newspaper had used the headline, Today There Was a Problem in Space. Do you think for one minute that those newspapers would have flown off the newsstands? Absolutely not. **The power of a well considered headline can make or break the effective delivery of your message.**

The importance of a top-notch headline can be seen in most magazines, junk mail and even billboards which require the ultimate headlines to grab attention. **The ones that appeal to most people promise to educate, inform or help them solve a problem.** They are usually short and sharp instead of wordy and boring. Remember the Wart Off ad headline used for many years? It worked because it was short, easily understood and solved an annoying problem.

The next time you consider different eye-catching headlines, think about the ones that would peak your own interest. Chances are that if it appeals to you, it will likewise grab the attention of others.



About the Author

Bob Hoffman is a [SEO Digital and Print Copywriter](#). He has more than 30 years business experience in management, sales and graphic arts and is currently the director of Pebble Ridge Corporation Pty Ltd trading as PRC Marketing.

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