



Jini's Copywriting Tips & Tricks

Use words that carry a bit more energy or sparkle than regular words:

- Effortless
- Painstaking
- Fun
- Free
- Incredible
- Essential
- Absolute
- Strange
- Sparkling
- Strident
- Audacious
- Fantastic
- Bizarre
- Magnificent
- Luscious
- Fabulous
- Crazy
- Striking
- Powerful
- etc.

You can then take these words, or any other adjective and combine it with any of these other techniques.

Use a number in your headline:

5 Fun Ways To ...

The 10 Top...

7 Crazy Reasons...

3 Great Ideas To...

8 Secrets Of...

Give a list – people love lists!

The Top Reasons...

Octogenarians Share Their Top Life Lessons...

Spring Decorating Ideas...

Combine techniques: Of course, these two techniques – numbers and lists – also combine well together. Simply put a number with any of these words to form your headline:

- Tricks
- Lessons
- Ideas
- Ways
- Items
- Principles
- Facts
- Reasons
- Secrets

Examples:

10 Tricks To Beat Winter's...

21 Ways to...

7 Secrets of...

The Secret to Getting...

Ask a question: This triggers people's curiosity as they think about the question and then answer it in their head. Then they want to find out the 'real' answer.

What are...?

How can...?

What does...?

When is...?

Who is/are...?

Where is..?

Where can...?

Where do...?

Find out why... etc.



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Use the fear factor: People are always interested in how to avoid mistakes or disaster.

Examples:

Top 10 mistakes...

5 Things You Never Want To Do When...

How To Avoid...

How to Never...

Make sure you don't get...

Compare items: People love comparisons, especially when they're doing research.

Examples:

X versus Y...

See Which Car Rules - X or Y?

Battle of Titans – X vs Y

Which One Scored Higher – X or Y?

Survey Ranks X Above Y

Use a trigger word: these are used to encourage, persuade or enable someone

How to...

Why...

When...

What...

Where...

Who...

I have to admit, my favorite headline or titling technique is "How To..." perhaps because I do a lot of teaching.

Headline Formula

You can also use whichever techniques or words given above that appeal to you and combine them using this formula:

Number

+ Adjective

+ Subject, Topic or Keyword

+ Promise

Examples:

10 (Number)

+ Audacious (Adjective)

+ Ways to Decorate Your Party (Subject)

+ In Less Than One Hour (Promise)

= 10 Audacious Ways to Decorate Your Party In Less Than One Hour

7 Effortless Ways To Sell Your Car in One Week

3 Bizarre Ways You Can Double Your Revenue By Spending Less