



Write It Well
Business writing that gets results.

www.writeitwell.com
(510) 655-6477

P. O. Box 13098
Oakland, CA 94661

Marketing Writing: Effective Headlines

Headlines are essential for marketing writing: they're your first opportunity to catch your readers' attention and spark their interest in your message.

Whenever possible, use the imperative voice in your headline. The imperative voice is a grammatical mood that expresses a command or, in this case, influences the reader's behavior:

- "Land a Better Job"
- "Put an End to Migraines"
- "Erase Your Negative Credit Marks"
- "Cancel Your Debts"
- "Stop the Flu Dead in Its Tracks"

Here are nine ways that successful headlines engage or involve the reader:

- **Offer a strong, compelling promise:**
"Open Your Own Personally Branded, Fully Stocked Online Store in 15 Minutes"
- **Highlight benefits to the reader:**
"The World's Richest Source of Cash—And How You Can Tap into It to Start or Grow Your Business"

- **Explain exactly what the offer is:**
"Earn Your Master's Degree Online in 18 Months or Less"
- **Appeal to the emotions:**
"Will These Internet Trends Kill Your Online Business?"
- **Use specifics:**
"How Adam Ginsberg Made \$15 Million on eBay in 2003"
- **Arouse curiosity:**
"Words That Command People to Do Your Bidding"
- **Call out to a specific target audience:**
"The Sales-Closing Techniques of a Self-Made Billionaire"
- **Make an announcement:**
"\$2 Million Scientific Project Unlocks the Secret of Aging: How You Can Become Biologically Younger"
- **Ask a question:**
"Does Coral Calcium Really Reverse Aging, Extend Your Life Span, and Cure Cancer?"

Write It Well is a Bay Area-based, woman-owned training, consulting, and publishing firm. For thirty years, we've helped busy professionals improve their skills in all aspects of business writing. We can customize our Marketing Writing program for on-site, online, or e-learning delivery. For more information please visit [our website](#), write to natashaterk@writeitwell.com, or call us at (510) 655-6477.