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80% of readers only scan headlines. This makes headlines a magnet for eyeballs.

Here are 13 tips and examples to **craft a perfect headline:**

1. **Use Numbers or Data.**
    a. Numbers are brain candy.
    b. It automatically helps us visualize context and organize info.
    c. And pro tip: odd numbers work best.
        i. Example: 7 Copywriting Tips to Turn Scanners Into Readers
2. **Use A Rationale.**
    a. This means nothing more than giving a good reason for why an action should be completed.
    b. That reason should be value-driven, so they're urged to click.
        i. Example: 9 Uncovered Secrets to Boost Your Site's SEO
3. **Rhyme.**
    a. A conducted study showed that "Rhyme as Reason" was rated as more likable, trustworthy, original, memorable, and persuasive.
        i. Example: Delightfully Capable. Surprisingly Affordable. (h/t Apple)
4. **Use Alliteration.**
    a. Alliteration is the repetition of the same sound in a series of words.
    b. It's poetic like fashion makes it easy to remember.
        i. Example: Don't Dream it. Drive it. (h/t Jaguar)
5. **Avoid Sound Smart Adjectives.**
    a. Using sound smart adjectives doesn't make you sound smart.
    b. Consumers can read right through the BS.
        i. Bad Example: 7 efficacious copywriting tips.
        ii. Good example: 7 persuasive copywriting tips.
6. **Offer A Test.**
    a. It's nearly irresistible to pass up a challenge.
    b. That makes offering a test a clickable headline.
        i. Example: Does your site pass the SEO test?
7. **Drop a Hint.**
    a. When we're hit with a cliffhanger -- we're intrigued.
    b. We naturally want to know the answer.
    c. This works for headlines too.
        i. Example: This Instagram Ad Secret Dropped Conversation Rates by 20%

8. **Share Your Experience.**
   a. People connect with people.
   b. Sharing your experience is a great way to connect with your audience and build trust.
      i. Example: What I learned about going viral after writing 50 Twitter threads.
9. **First 3 Words And Last 3 Words.**
   a. Because people are scanners, the first 3 words and the last 3 words are the most important.
   b. Start with a punch.
   c. And end with one too.
      i. Example: (7 Facebook Ads) That I Used (To Increase Sales)
10. **Get To The Point.**
    a. Don't waste any words.
    b. Wasted words equal wasted time.
    c. Start with a keyword.
    d. Then get to the point.
       i. Example: Better soles. Stronger feet.
11. **Open-Ended Questions.**
    a. Open-Ended questions spark discussion.
    b. Perfect for creating an engaged audience.
       i. Example: Is it a good idea to invest in Bitcoin?
12. **Close-Ended Questions.**
    a. Close ended questions spark curiosity.
       i. Example: Did you invest in Bitcoin too late?
13. **Problem. Solution.**
    a. Address the problem.
    b. Express the solution.
       i. Example: Your sale page doesn't convert. Here's how to fix that.

Craft a perfect headline summary:
1. Use Numbers
2. Rationale
3. Rhyme
4. Alliteration
5. Avoid "Sound Smart" Adjectives
6. Offer A Test
7. Drop a hint
8. Share your experience
9. First 3 & last 3 words matter
10. Get to the point
11. Open-ended questions
12. Closed-ended questions
13. Problem. Solution.