

SECRET STRATEGIES TO UP YOUR READERSHIP BY 30% OR MORE NOTES

Notes from Video 3

When it comes to headlines, there are a few foundational principles you need to know.

_____ is better than _____.

_____ is better than _____.

_____ is better than _____.

The cost of a Master's in creative writing: \$ _____ or more.

WRITE BRILLIANT TITLE TRANSFORMER



1. The Ultimate [Topic] Guide
2. [Number] Amazing Benefits of [Topic]
3. [Number] Trends for [Action] in [Year]
4. [Number] Signs You Might be [Adjective or Type of Person]
5. [Number] Mistakes that Will [Terrible Future]
6. [Number] Creative Ways to [Do Something]
7. Top [Number] Tips for Busy [Specific Type of Person]
8. The Truth About [Topic]
9. [Number] Myths About [Hot Topic]
10. How [Action] Will [Desired Outcome]
11. [Number] Secrets to Being a Better [Specific Type of Person]
12. Everyone [Mistake]. Here's Why I [Better Way]
13. The [Number] Most Effective Ways to [Do Something]
14. [Action People Struggle] Shouldn't Be Complicated
15. Confessions of a [What You Are that Overlaps with your reader]
16. Why You Should [Action That You Want Them to Do]
17. Why You Should [Action That They probably do, but Shouldn't]
18. Little Known Ways to [Common Action That People Need Help With]
19. [Number] Reasons You Didn't Get [Thing Reader Wants]
20. How to Tell If [Something Reader Fears]
21. [Number] Unexpected Tricks to [Do Something]