

CHECKLIST

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SIMPLE TIPS TO WRITE
BETTER

HEADLINES

- UNIQUE
- HELPFUL
- SPECIFIC
- ASK QUESTIONS
- NUMBERS
- ADJECTIVES
- EMOTIONAL APPEAL
- CURIOSITY
- AUTHORITATIVE
- AVOID CLICKBAIT
- SHARE YOUR STORY
- USE ACTIVE VOICE
- WRITE MANY HEADLINES
- WRITE FOR SEO
- ALIGN WITH CONTENT
- TYPOGRAPHY
- COMPETITOR RESEARCH
- ADDITIONAL CONTENT
- DIFFERENT HEADLINE FOR SOCIAL MEDIA