



## Checklist 6: How To Craft A Headline For Maximum Conversions

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Do you wish for the blog posts of your copy to perform well? If yes, then you need to create a magnetic headline. Don't know how to do so? Here is how you can do it by taking tips from the checklist given below:*

### Step #1

1    
Start by using specific numbers and data in your headline.

2    
Make your headline powerful and clickable by integrating specific data.

3    
Make use of a good rationale for your headlines. For people to read your content, have good reasons for them to do so.

4    
Some of these rationales can include:

- > *Tricks*
- > *Reasons*
- > *Tips*
- > *Lessons*
- > *Principles*
- > *Ways*
- > *Ideas*

*Notes*



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- > *Strategies*
- > *Secret*
- > *Facts*

### Step #2

- 1  
Call for the attention of the viewer.
- 2  
Convince your customers and other prospects to continue reading.
- 3  
Follow the four U's of copywriting to come up with attention-grabbing headlines.  
> *Be **ultra-specific*** with your headline.  
> *Make the headline **unique**.*  
> *Work on making your headline **useful**.*  
> *Make it convey a sense of **urgency**.*
- 4  
How to test your headline for uniqueness:
- 5  
Plug the headline into Google's search box and put the headline into double quotation marks.
- 6  
If your search has no results found, that means you have a headline that no one else has.

*Notes*



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*Notes*