



HOW TO CREATE HEADLINES THAT CONNECT • #ACESWEB19

Presenter

Teresa Schmedding

teresa@schmedding.com

@tschmedding

Managing editor, Rotary International

ACES board member

Former ACES president and deputy ME of
digital for Paddock Publications



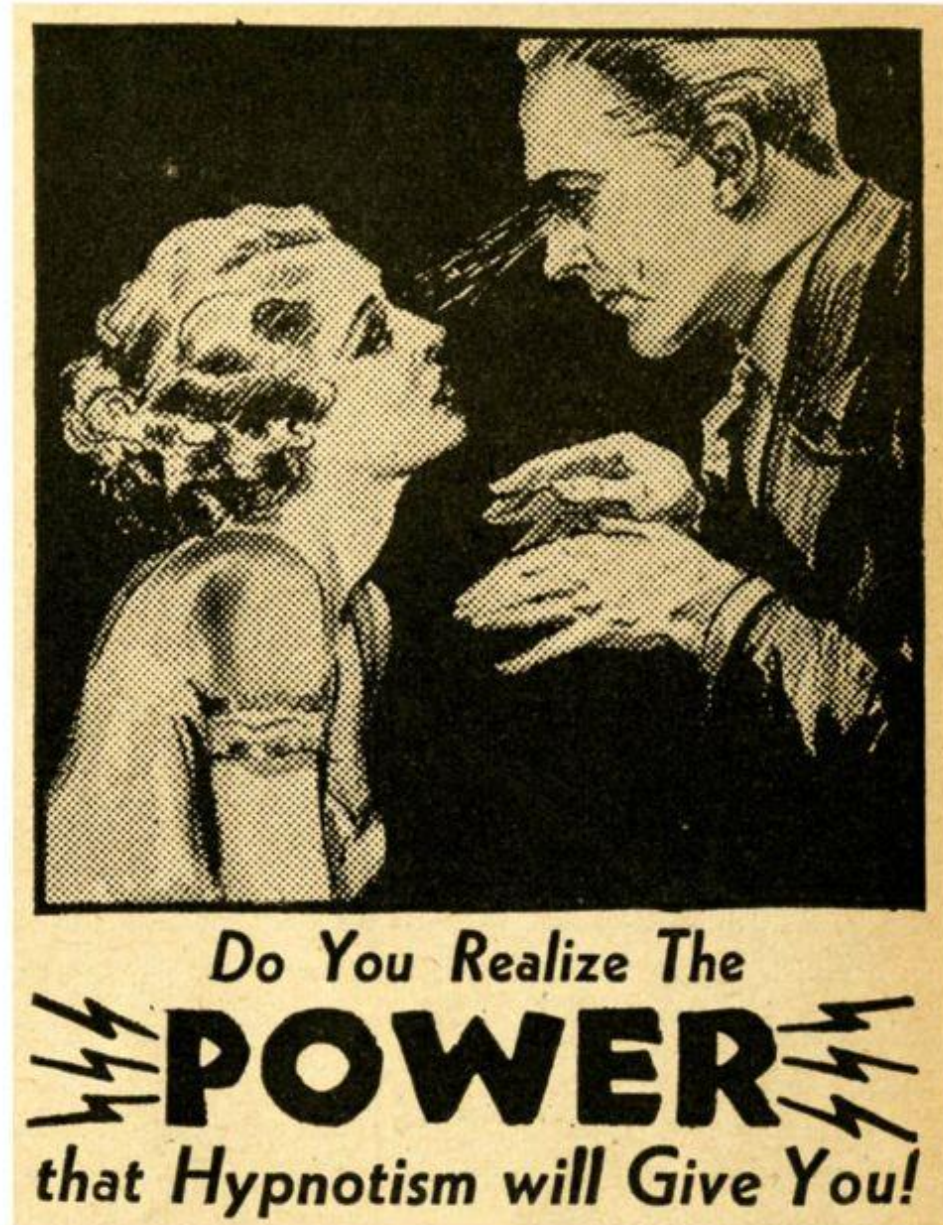
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What we'll cover

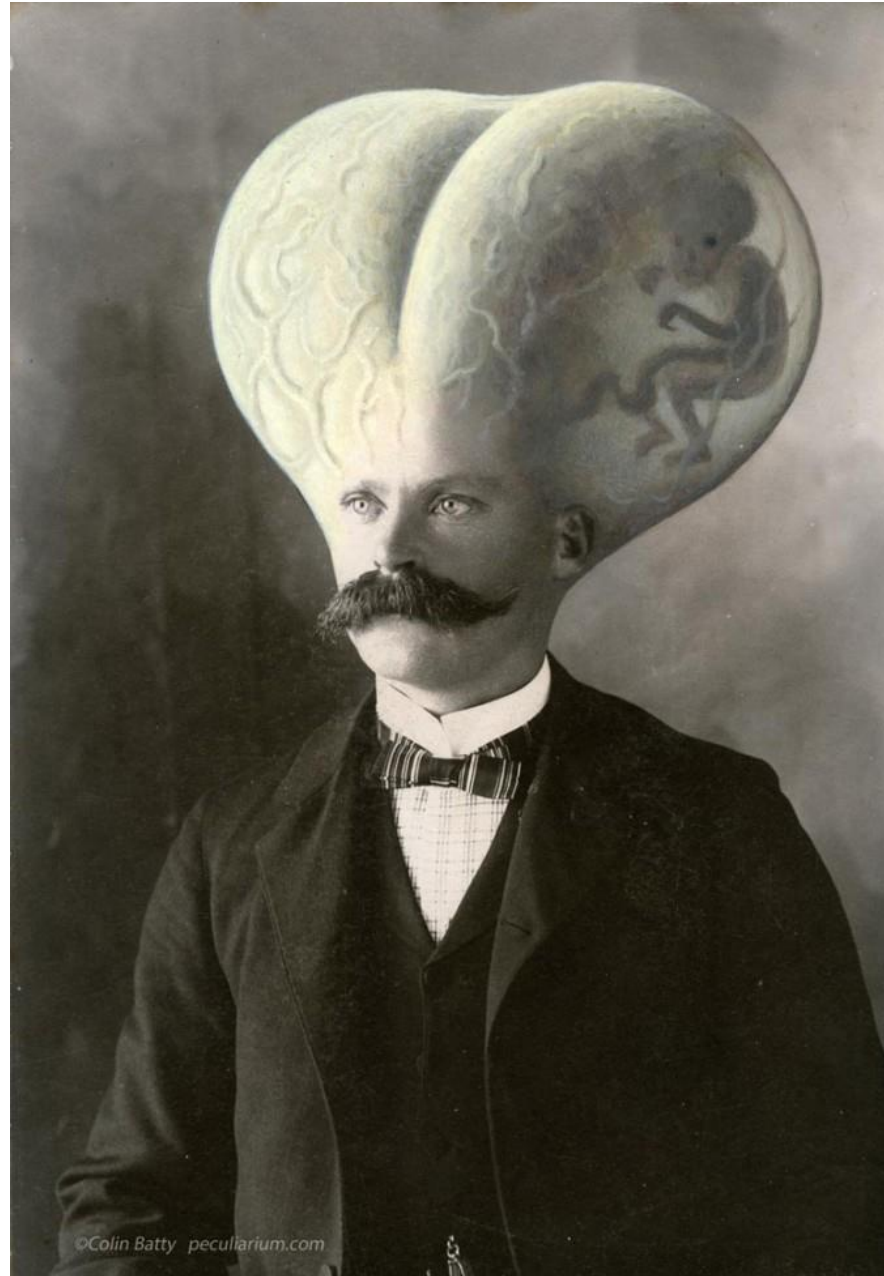
- Why this is important
- Before you start to write
- When you write
- After you write
- Brian Clark's 10 templates
- Recap



It's not magic



but it is art



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and science



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Power of titles

- 8 out of 10 people will read headline copy
- Only 2 out of 10 will read the story



Power of titles

If the title fails, the entire mission fails.



This is hard!

Before you even start to write, you need to know who your audience is.





Before you write

Two critical steps



Two criticals before you write

1. Learn what is important to your audience
2. Learn how to talk like your audience



1. Learn what is important to THEM

Go online to listen to your audience.

- Behaviors
- Interests
- Age, location

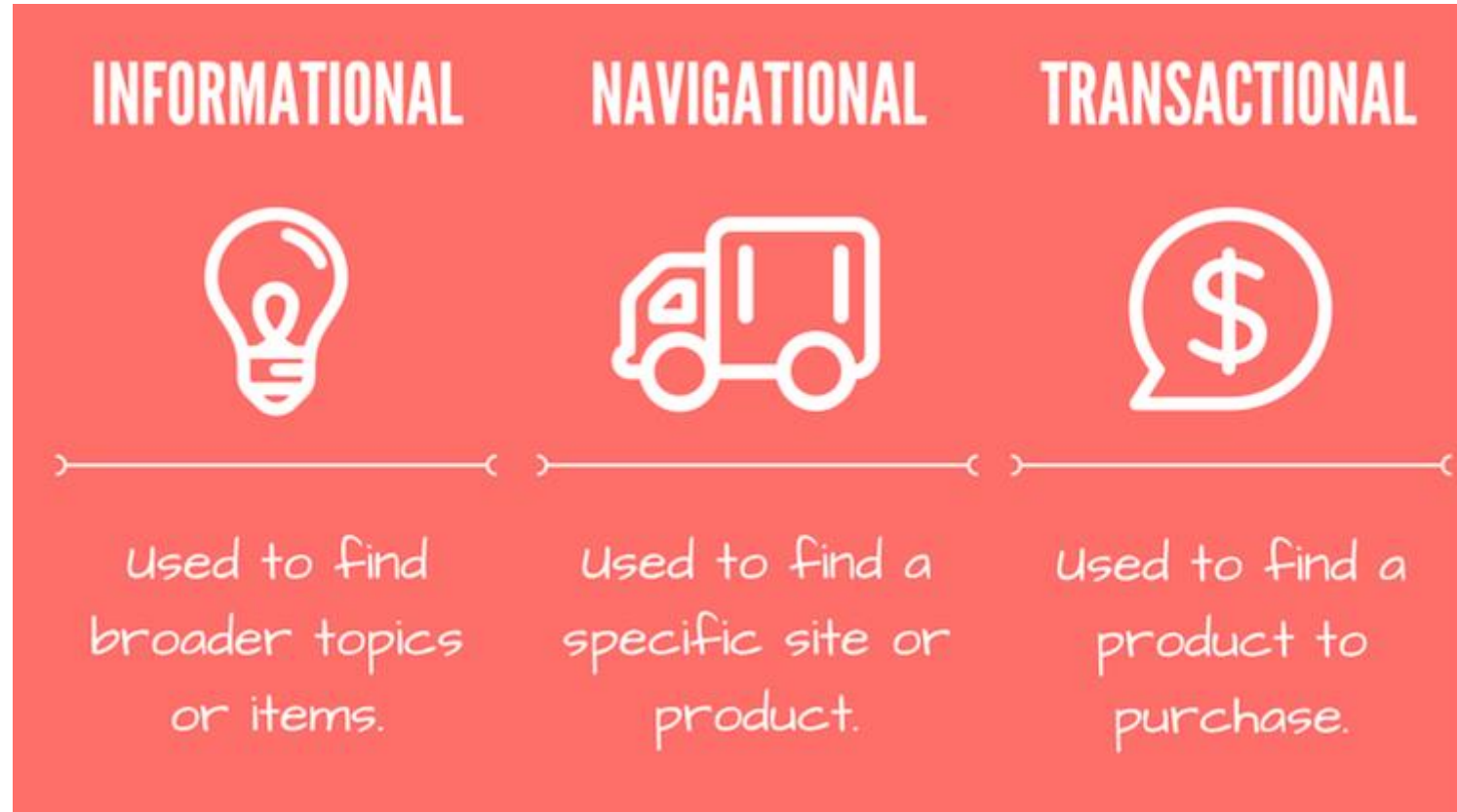


Maslow's hierarchy of needs

What need is your content fulfilling?



1b. Why would they come to you?



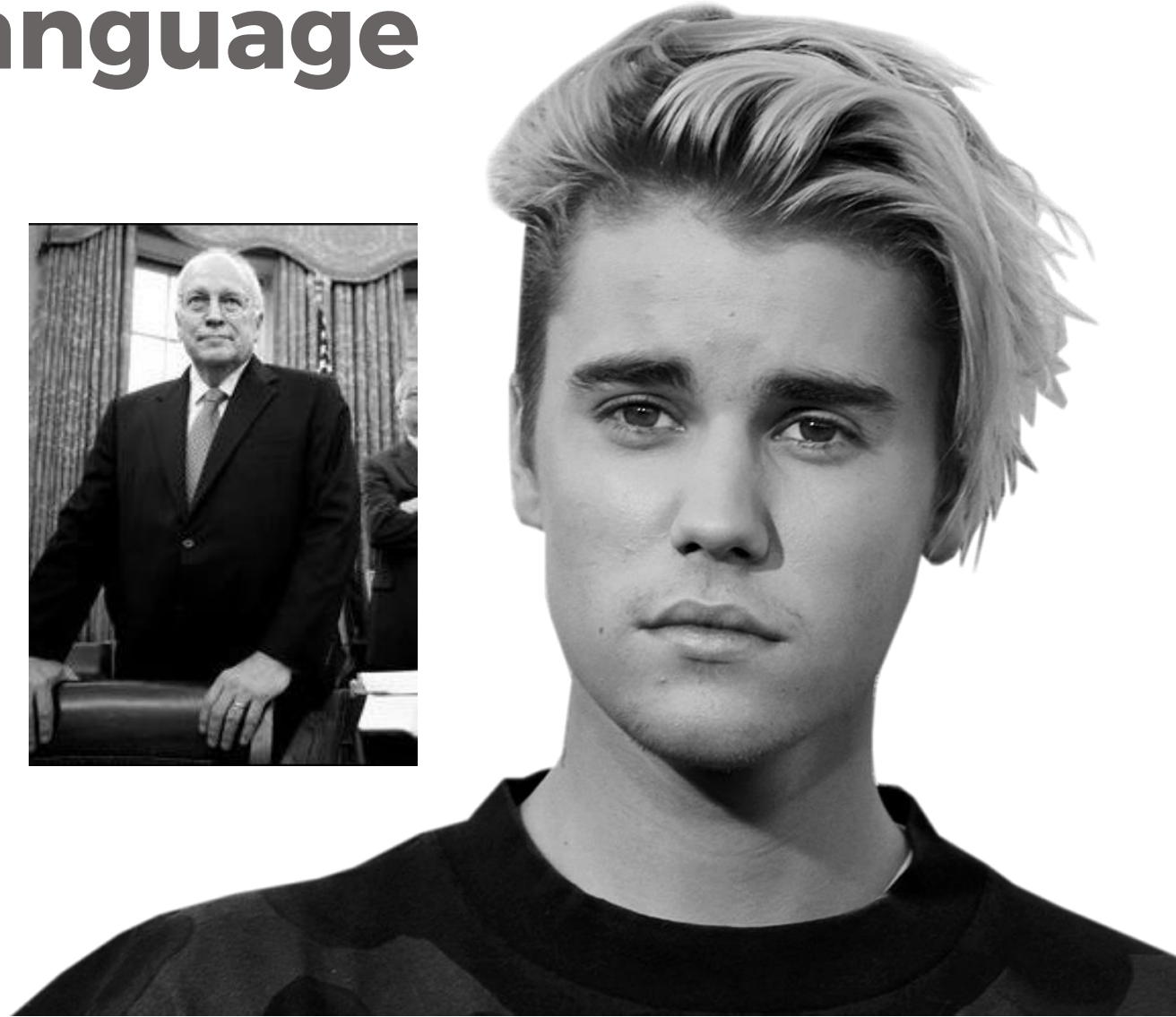
1c. Be specific

to help you narrow word choices and find the key ones to connect.



2. Speak their language

- Search
- Understandability
- Trust



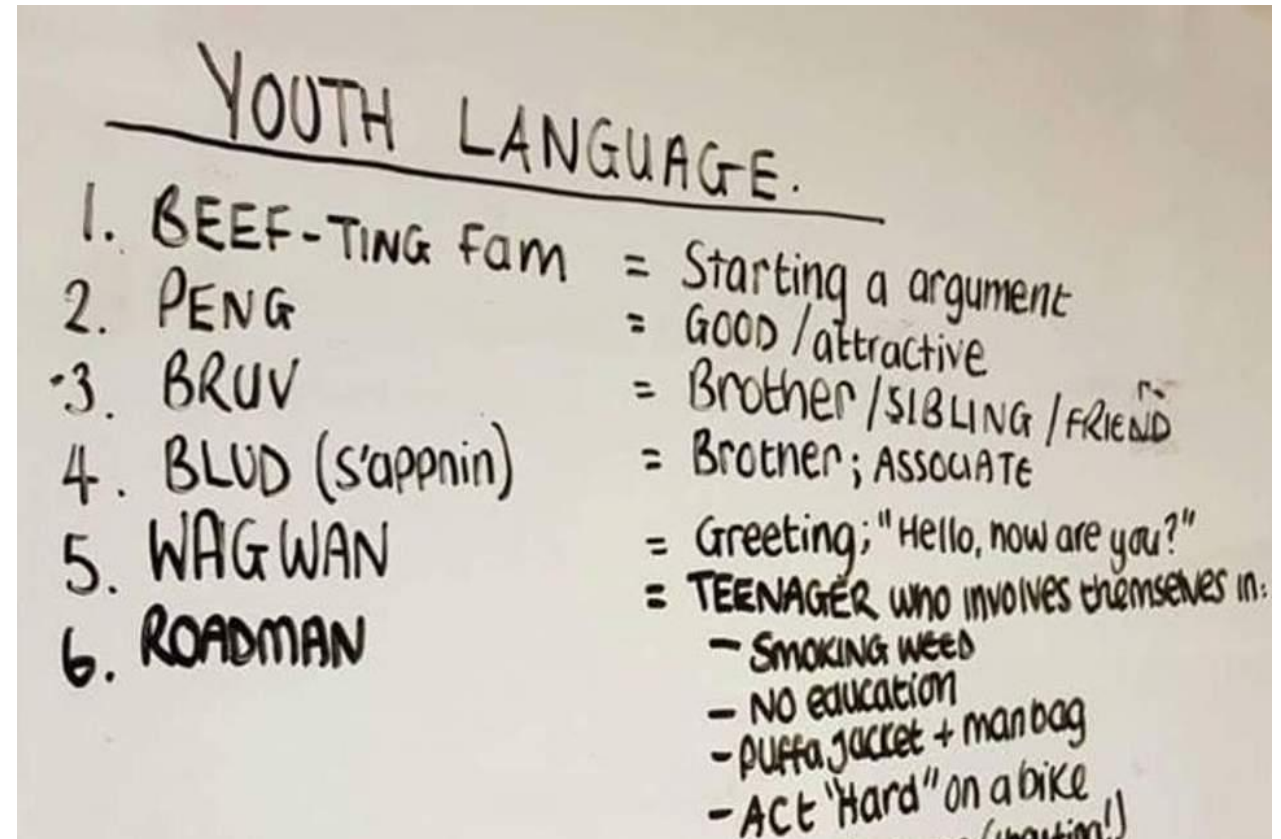
More research

Metrics can tell you

- Words they use to find content

Competitive analysis can tell you

- The right words
- Good tactics



Now it's time to write

Armed with
your research
and ready to
connect with
readers





When you write

The secret formula



The secret headline formula

1. Make a promise
2. Pull, don't push
3. Pique curiosity
4. How, why, lists
5. Numbers
6. Digestible
7. Save them!
8. You

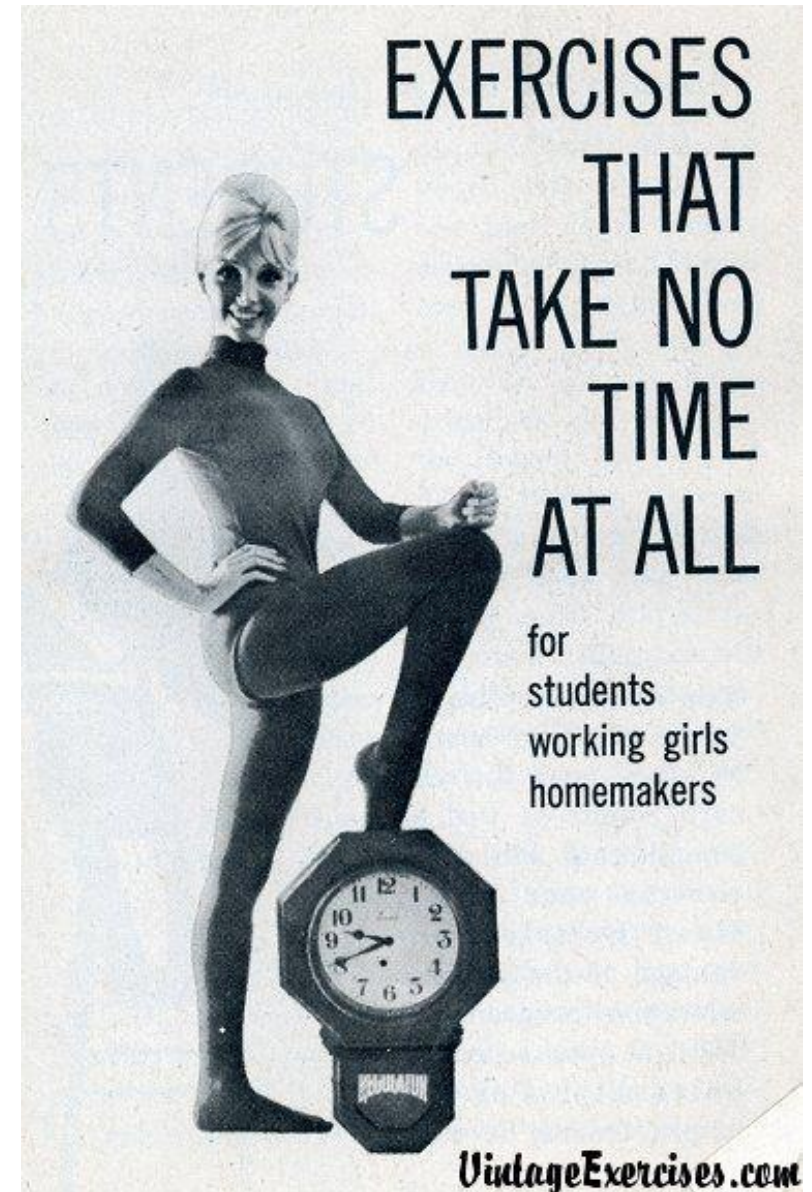


1. Make a promise

to fill a need

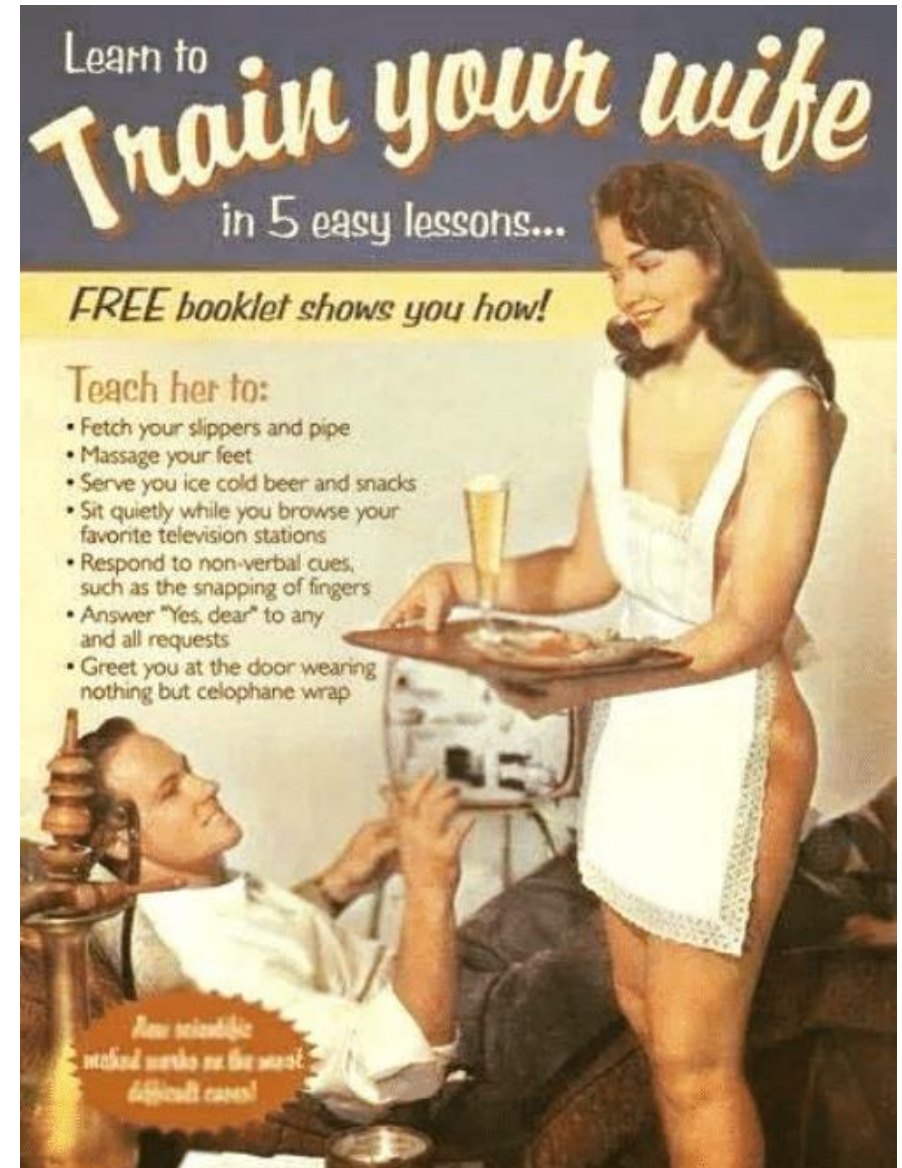
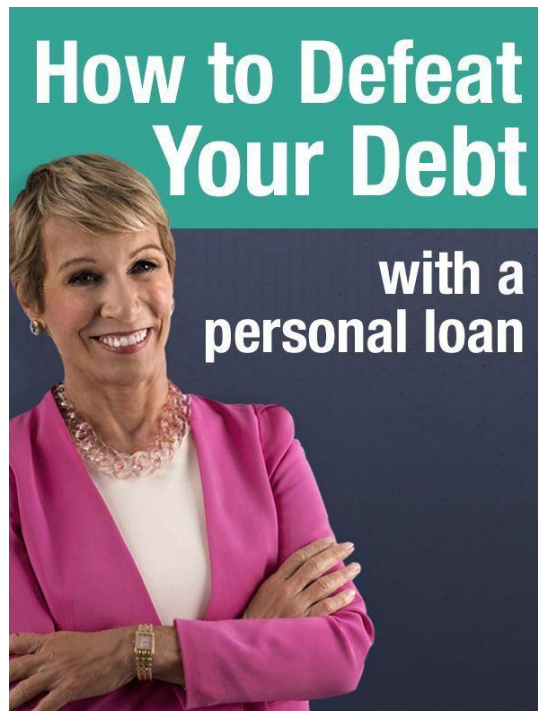
Eliminate credit card debt

Ways to stay sane



1a. Make a promise

in the subhead, describe the how (your product)



1b. Do not overpromise

but make it easier,
quicker, and better if
market is
oversaturated



2. Pull don't push

People don't trust the internet. Avoid these trust killers:

- Power verbs
- Click bait
- ALL CAPS
- !!!!!!! vomit

**VIOLENCE ERUPTS IN
BERKELEY... AGAIN:
BLACK-CLAD, FACE-
COVERED DISRUPTORS
CLASH WITH PRO-TRUMP
SUPPORTERS**

Dem Kirsten Powers bashes Hillary Clinton on CNN: 'This doesn't help Democrats'

Justin Haskins · 8 hours



“

*The exclamation mark is
the selfie of grammar*

3. Pique curiosity

while respecting intelligence
and understanding interests



Camp Amazon: Inside
the 'lungs of the Earth'



Hunt A Killer

Um, what the heck is this?

3a. Punctuation

can give insider impression, pique curiosity

How to Build an Audience with Story (From America's Greatest Living Playwright)

The Best Example of Brand Storytelling Ever: The Lego Movie

My House Feels So Boring After Seeing These 33 Awesome Things. I Want Them All, Especially #5.



4. How, why, lists

draw traffic in part
because of numbers, but
also because words
around those numbers
speak to needs
fulfillment.



How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400

BLATZ
MILWAUKEE
Always the same good old *Blatz*

The advertisement features a black and white illustration of a woman in early 20th-century attire holding a baby. The text is arranged in a clean, typographic layout with varying font sizes and weights to emphasize key points. The bottom section has a dark background with white text and a small logo of a man in a triangle.

5. Put a number in there

to tell them how fast
they'll learn it

3 Life and Marketing Success Resolutions for 2019

CMI founder Joe Pulizzi has given 400 keynote speeches, but his one at Content Marketing World 2018 was his most personal. Learn the three things he says everybody should do to achieve their personal and professional desires. [Continue reading →](#)

5 Ways to Project Confidence

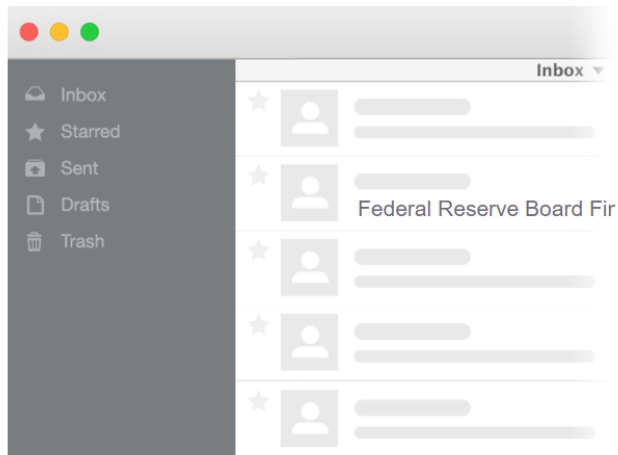
21 Cat Posts From This Week That'll Make You Purr In Delight



6. Digestible

- Be concise.
- 60 characters; 7 words.

How To Become A Water Walker



**This Is What It's Really Like to
Experience Psychosis**

7. Save them!

by helping them avoid mistakes v encouraging to do right

10 Bad Habits (And How to Break Them)

Quick fixes for common running problems.

Image by Thomas Fuchs
Published July 31, 2013



1. Running too much too soon.

Coming back from an injury? Now's the time to take things slowly to stay healthy. Follow the standard rule of upping your mileage by only 10 percent each week.

2. Refueling badly. After hard runs, grab a high-carb snack, then a meal with carbs and protein to rebuild muscle.

3. Forgoing SPF. Up to 20 minutes of sun exposure a day can be good for you - but you need sunscreen on runs longer than that (even when it's overcast). For more, check out [these six essential skin care tips](#).



8. You, your

ensure you speak directly to the audience

Everything You Need to Know about the 1908 Chicago Cubs

OCTOBER 7, 2016 BY SCOTT FERKOVICH 14





After you write

2 final questions



1. What are you not telling them?

What are you not telling them?

PRACTICING PEACE



Nations around the world will observe the International Day of Peace on 21 September, a date designated by the United Nations in 2001 as "a day of global ceasefire and nonviolence."

Rotary's commitment to building peace and resolving conflict is rooted in the Rotary Peace Centers program, formed in 2002. Each year, the program prepares up to 100 fellows to work for peace through a two-year master's degree program or a three-month professional certificate program at university partners worldwide.

Today, nearly 1,000 peace centers alumni are applying their skills — negotiating peace in conflict areas, drafting legislation to protect exploited children, keeping communities safe through innovative law enforcement tactics, and

FOR SALE: Hillary's State Department

TEAM GOP | HILLARY CLINTON | - August 29, 2016



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2. Is it immediately clear?

- Every word in your headline needs to promise a benefit or provoke curiosity.
- No fluff. No flab. No dead weight.





Brian Clark's formulas

founder of Copyblogger, host of Unemployable,
and editor of Further



Brian Clark's 10

1. Who Else Wants (blank)?

Who Else Wants More Fun and Less Stress When on Vacation?



Brian Clark's 10

2. The Secret of (blank)

- The Secret of Successful Podcasting
- The Secret of Protecting Your Assets in Litigation
- The Secret of Getting Your Home Loan Approved



Brian Clark's 10

3. Here is a Method That is Helping [blank] to [blank]

Here is a Method That is Helping Children Learn to Read Sooner



Brian Clark's 10

4. Little Known Ways to (blank)

Little Known Ways to Save on Your Heating Bill



Brian Clark's 10

5. Get Rid of (problem) Once and For All

Get Rid of That Lame Mullet Hairdo Once and For All



Brian Clark's 10

6. Here's a Quick Way to [solve a problem]

Here's a Quick Way to Get Over a Cold



Brian Clark's 10

7. Now You Can Have (something great)

Now You Can Quit Your Job and Make Even More Money



Brian Clark's 10

8. (Do something) like (world-class example)

Speak Spanish Like a Diplomat

Write headlines like a pro



Brian Clark's 10

9. Have a (or build) a (blank) You Can Be Proud Of

Have a Smile You Can Be Proud Of



Brian Clark's 10

10. What Everybody Ought to Know About [blank]

What Everybody Ought to Know About Writing Great Headlines



Don't forget

1. The key to connecting is gaining a deep understanding of who your customers are and what motivates.
2. Only then can you use tactics and templates.



Providence, March 28-30 #ACES2019

