

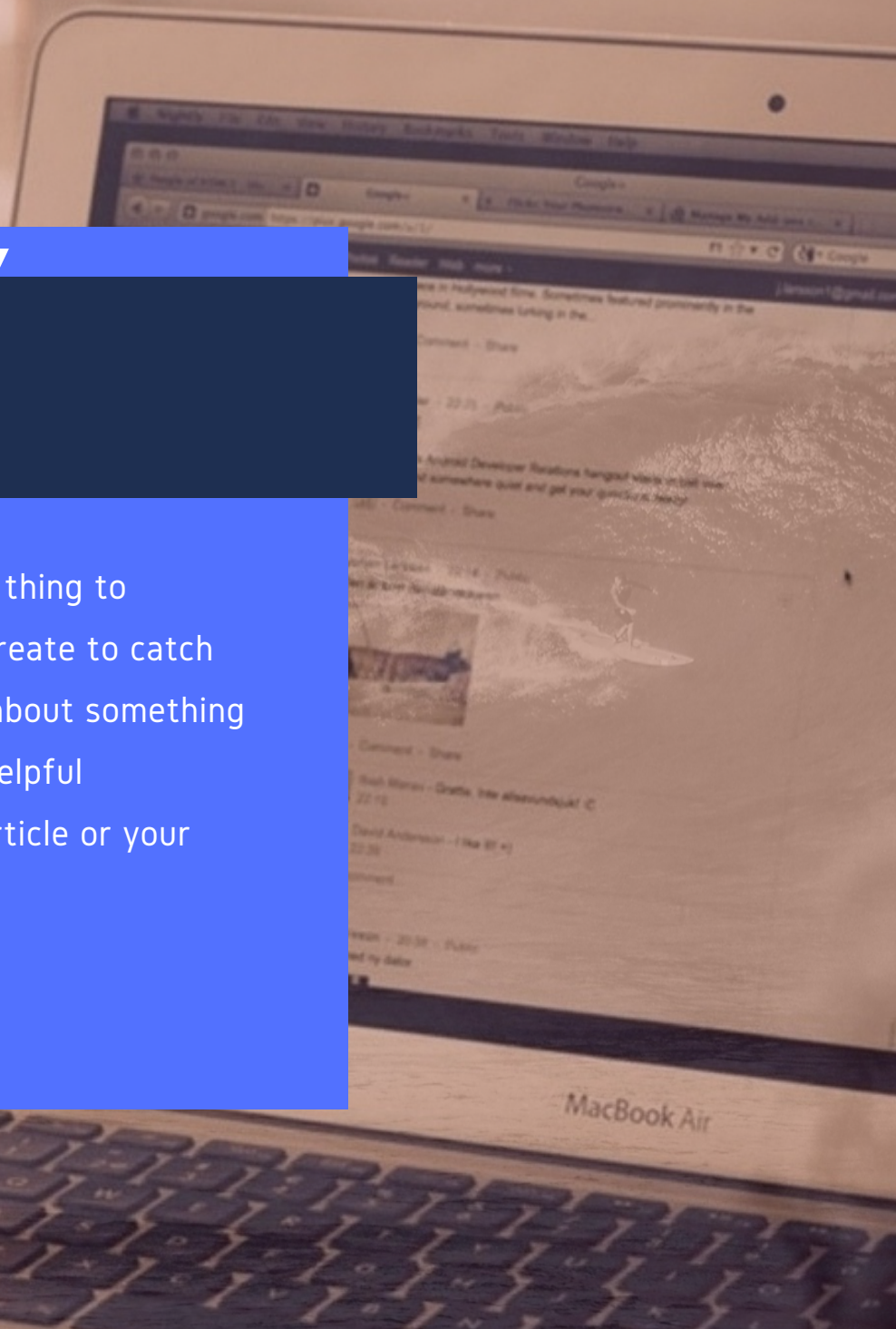


***LEARN HOW TO  
K.I.S.S.  
YOUR AUDIENCE***

***5 TIPS TO WRITE CATCHY HEADLINES***

# ***CREATING CATCHY HEADLINES***

When creating content one of the most important thing to consider is the Headline. It's the title you wanna create to catch attention, like say, if you wanna give information about something related to your brand while giving your audience helpful information to attract more users towards your article or your social media accounts.



***HERE ARE A FEW  
PRO-TIPS TO GET  
YOU STARTED.***

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# 01

## ***LEARN HOW TO K.I.S.S. (KEEP IT SIMPLE STUPID)***

The key thing here is to "Keep it Simple and Stupid". Simple and direct is the right way to go. You wanna be very short and sweet when creating a headline. Simplify as much as you can but try to get your point across with as little words as possible. "Brevity is the soul of wit" should always be remembered.



# 02

## *STATE THE BENEFITS*

This can be included in your headline if it can. Give your audience a good preview of what they could expect in your content, but don't give out all the information all at once. Entice them so they'd want to read more. Remember shorter is better.

# 03 *USE "HOW TO" IN THE TITLE*

People are always seeking information on how to do something. If you are going to provide that, that's awesome for your brand! The ability to tell a story about how to do something, you're teaching, you're educating that user that is seeking that information that is relative to your brand. You'll be pulling them in by teaching them how to possibly do something.

# 04

## *APPLY STATISTICS IN THE TITLE*

Percentages and numbers always make people curious to learn more about something. Giving a percentage in your headline from a particular study would make a user want to click and read more so they could learn how and why the experts came to that conclusion. Numbers also sometimes gives a certain aura of credibility in your title.



# 05 *RELATE IT TO A CURRENT HOT TOPIC*

Try to be as relevant as possible. Riding the waves of a topic that is currently being talked about on Social Media is another good way to make your content seen and heard. If your audience is emotionally involved, and your content speaks out to them, then you've hit your goal. Try to be witty on how you can integrate a certain topic into your content and brand. Don't force it.

# ***AND THAT'S IT!***

There are a lot of other ways to catch your audience's attention, but if you keep these 5 tips in mind then you'll be sure to see your follower count grow!

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