

# *Being Seen and Heard on Social Media*

## *10 Live Title Structures*

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### **1. The Result Headline**

How To [Get Result] [Without Pain]

Ex. "How To Look Good Naked In 6 Weeks Without Dieting"

### **2. The Incongruent Juxtaposition Headline**

How To \_\_\_ So You Can \_\_\_

Ex. "How To Avoid Overeating So You Can Celebrate The Holidays And Feel At Ease"

### **3. The Must-Know Headline**

What Every \_\_\_\_\_ Needs To Know About \_\_\_\_\_

Ex. "What Every Woman Needs To Know About Childbirth That Your Doctor Won't Tell You"

### **4. The Arousing Curiosity Headline**

Revealed! The 7 \_\_\_\_\_ That \_\_\_\_\_ [Instead of What You Don't Want]

Ex. The 7 Traits That Attract Men (Instead Of Boys!)

### **5. The Client Focus Headline**

The \_\_\_ Mistakes [Client Description] Make When [Situation] ...And What To Do Instead

Ex. The 7 Mistakes That Women Make When Buying Bras...And What To Do Instead

### **6. The "You're In The Club" Headline**

The Secret \_\_\_\_\_

Ex. The #1 Secret To \_\_\_\_\_ That You Won't Find In Any Book

### **7. The Best Approach Headline**

The Top 10 \_\_\_\_\_ That Will [Eliminate Specific Pain]

Ex. Top 10 Immune Boosting Foods That Will Save You From Antibiotics, Flu Shots, & Missed Days At Work This Winter...Guaranteed

## 8. The “If, Then” Worst Fear Headline

If You [Specific Situation That You Know is Already Happening], Then [Worst Fear Might Be True]

Ex. “If Your Hair Falls Out In The Shower, Then You May Be Going Permanently Bald”

## 9. The Theory Headline

Why [Common Unexplained Desirable Trait]...And How You Can Too

Ex. “Why Some Women Never Stress...And How You Can Be Like Them”

## 10. The Magic Headline

How To [Turn Problem] [Into Benefit]

Ex. “How To Love Your Body At Any Weight”