

# EMERGENCY 6-STEP HEADLINE FORMULA

CHEAT  
SHEET

**Think of this guide as your headline panic button.** If you're struggling to come up with a headline, use this walkthrough to create a basic but effective headline to get you started. Build on it with a handful of tried-and-tested copywriting methods. You'll have seven headlines in a jiffy. Then it's just a case of picking the best and applying a few simple formatting techniques. **Panic over.**

## Step 1 - Define your offer

**Complete this statement: "My product helps my customers because..."**

E.g. My product helps my customers because they can bake artisan sourdough bread in their lunch hour

## Step 2 - Shorten it

**Cut everything up to and including "because"**

E.g. They can bake artisan sourdough bread in their lunch hour

## Step 3 - Speak directly to your audience

**Change "them", "they" and "their" to "you" and "your" and tweak the rest as necessary**

E.g. You can bake artisan sourdough bread in your lunch hour

## Step 4 - Make it urgent and emotional

**Add "Now: an easy way to" at the beginning**

E.g. Now: an easy way to bake artisan sourdough bread in your lunch hour

## Step 5 - Create 6 different variations

- 1 - Audience
- 2 - Benefit
- 3 - Curiosity
- 4 - Question
- 5 - Newsworthy
- 6 - Command

## Step 6 - Pick your favourite and fix the formatting

**Minimise punctuation, write numbers as numerals and convert your headline into title case**

E.g. Now: An Easy Way to Bake Artisan Sourdough Bread in Your Lunch Hour