

4 Advanced Seduction Techniques for Headlines

These four simple techniques can attract attention and arouse curiosity.

Be careful: sometimes we end up playing so much with our headlines, we forget who we are writing for. Always include a specific benefit because it entices your ideal reader to click through to read your post. Promise your ideal reader your blog post will be worth his time.

1. Contrast

Contrasting words stand out and arouse curiosity. A few examples:

5 Common Words That Should Be Banned from Sales Copy

- That the words are common makes it weirder that they should be banned. This arouses curiosity.

The Gigantic Power of Itty-Bitty Details in Your Marketing Copy

- The idea that itty-bitty details have gigantic power creates curiosity.

11 Copywriting Tips: How to Turn Marketing Drivel into Serious Sales Copy

- This is a useful play on the how-to headline. How can you turn something bad like *drivel* into something *serious*?

How to Turn Bland Text into Sparkling Online Content

- *Bland* and *sparkling* are contrasting sensory words.

2. Alliteration

Poets have known the power of alliteration for many years.

Alliteration adds extra oomph to your headline. But be careful as adding emotional words is more important than poetic cleverness.

7 Curiously Compelling Reasons to Start a Business Blog

A Rabble-Rouser's Rules for Writing Kick-Ass Closing Paragraphs

27 Wacky Ways to Beat Writer's Block

4 Delightful Editing Tips to Make Your Words Dazzle and Dance

3. The triple benefit

Sometimes you cover more than one simple benefit in your post. When you list a series of benefits—such as *connect*, *engage*, and *sell* in the first example below—you don't need three power words as it might become overwhelming for your readers.

List your three benefits in ascending order—the most important benefit goes last.

How to Choose the Right Words to Connect, Engage, and Sell

- Selling is the most important benefit in this headline.

37 Tips for Writing Emails that Get Opened, Read, and Clicked

- Getting readers to click through is even more important than getting people to open and read your emails

27 Editing Tips: How to Make Your Web Copy More Engaging, Credible, and Persuasive

- Again, persuasive is the most important benefit.

4. Use brackets to split a headline in two parts

Using brackets helps readers understand your headline; it's almost like creating a headline and subhead:

How to Remove Ballast from Your Blog Posts (and Keep Readers Spellbound)

5 Ways to Make Your Words More Powerful (and Get Readers to Listen, Act and Buy)

Why Adverbs Stink (and the Magic of Editing)

How to Be Unique (Even If You Don't Feel Special)

A 5-Step Plan for Writing Fresh Content Every Week (Even If You Don't Have Time)

A 5-Step Plan to Create a Must-Read Blog (Without Going Crazy!)

➤ Be careful you don't make your headlines too long!