



Project 6: POSITIONING – “Attention! Calling all headlines!”

HEADLINE MASTERY:

Let’s practice writing a few headlines! Take your topic at hand, the incentive you’ve created, or the project you’re working on – and underneath each type below, practice write a few headlines using these formulas. (Go ahead, get crazy with it!)

- How to _____ and _____. (*Focus on the benefits*).
- [X] Ways to _____. (*Make a list*).
- “Why... “
- “The Secret of...”
- “Now You Can Have...”
- “Do Something Like...”
- “Did You Know?”
- “Warning!”

KEYWORD RESEARCH

What are some of the results of your keyword research? What topics are related to your business? Hint: go to Google Adwords and do Keywords research. This is the beginning of your SEO strategy!

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HOW WILL YOU USE YOUR KEYWORDS?

In your headline or project title...?

In your body copy or articles?

In your website design or layout?

In your email marketing?