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The Basics for Creating High-Impact Headers

The purpose of the header:

- ?? Catch attention
- ?? Summarize your key point
- ?? Arouse curiosity
- ?? Entice your prospect to read your content

Headline Ideas

Strong headers usually use one of the following approaches:

1. Tell the story in a single line
2. Use alliteration
3. Ask a controversial question
4. Use opposing or contrasting ideas
5. Use a single attention-getting noun
6. Use a Prepositional Phrase
7. Explain how to do something
8. Post a provocative statement
9. Use a colon
10. Give advice