

THE ULTIMATE CHECKLIST FOR HEADLINES & SUBHEADS

This worksheet appears in Copy Hackers Book 3: Headlines, Subheads & Value Propositions.

HEADLINE:

SUBHEAD:

- ☐ I am 100% confident this headline will stop visitors in their tracks
- ☐ My subhead is not an afterthought but a power-packed mini-headline
- ☐ The message *my visitor wants to see* is clearly communicated in a way that will make sense to anyone with a grade 6 reading level
- ☐ I address a specific pain – with a tangible benefit – but I don’t overpromise
- ☐ I highlight a value or incentive in an enticing, believable way
- ☐ The most likely call to action that will lead visitors here is reflected in the headline or subhead
- ☐ I’m either asking a question or making a bold statement
- ☐ If I’m using a list, my numbers are believably imperfect
- ☐ All numbers that appear in my headline are written as numerals
- ☐ Any included SEO keyword phrases read naturally – not like they’ve been jammed into an otherwise good headline
- ☐ The headline is less than 12 words – or, if it’s more, it’s intentionally more and cannot be shortened without losing its impact
- ☐ Interesting words are interspersed with normal words for impact
- ☐ My punctuation and capitalization are intentional