Twitter Thread by Robert Allen

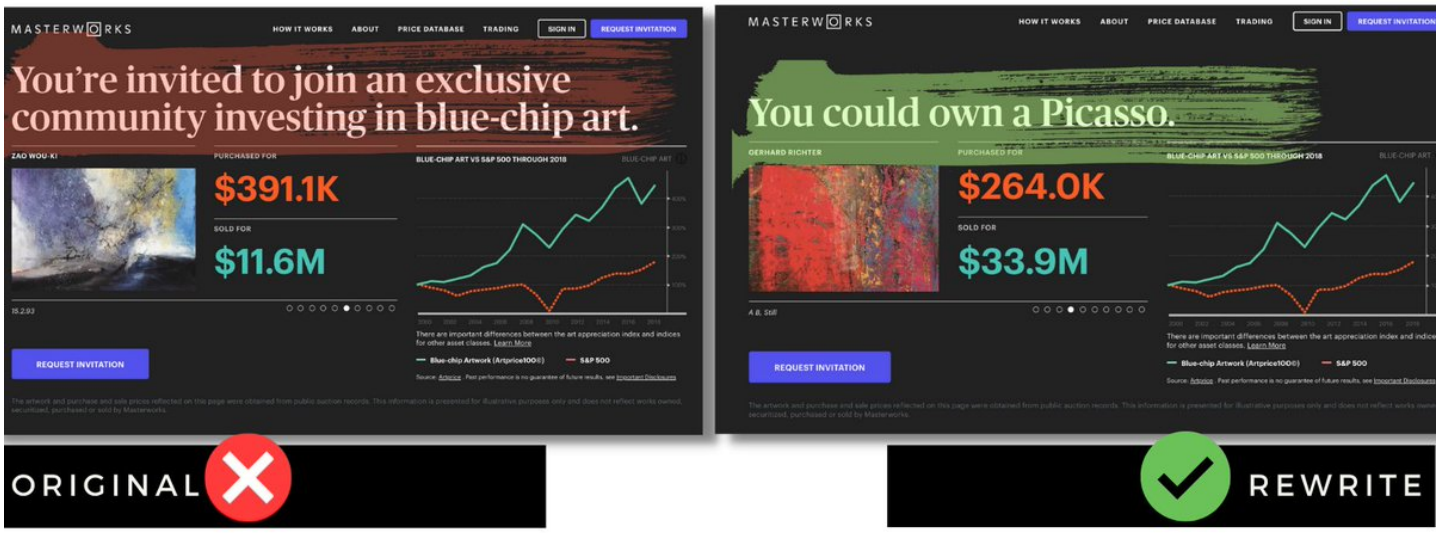
Robert Allen
@robwritescopy

MEGA THREAD■: 15 Headline Writing Tips With Real Examples

1/

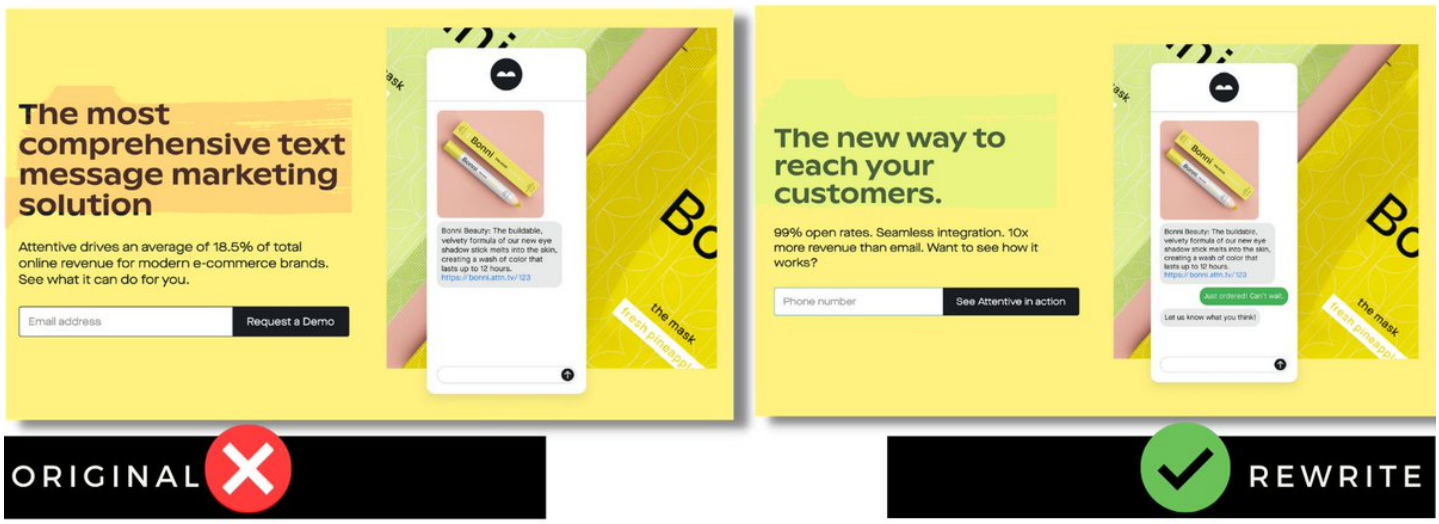
Invoke Your Reader's Imagination With Specifics.

Never choose many vague words when a few specific ones will do the job much better.



2/ Cut The Corporate "Gobbly Goop"

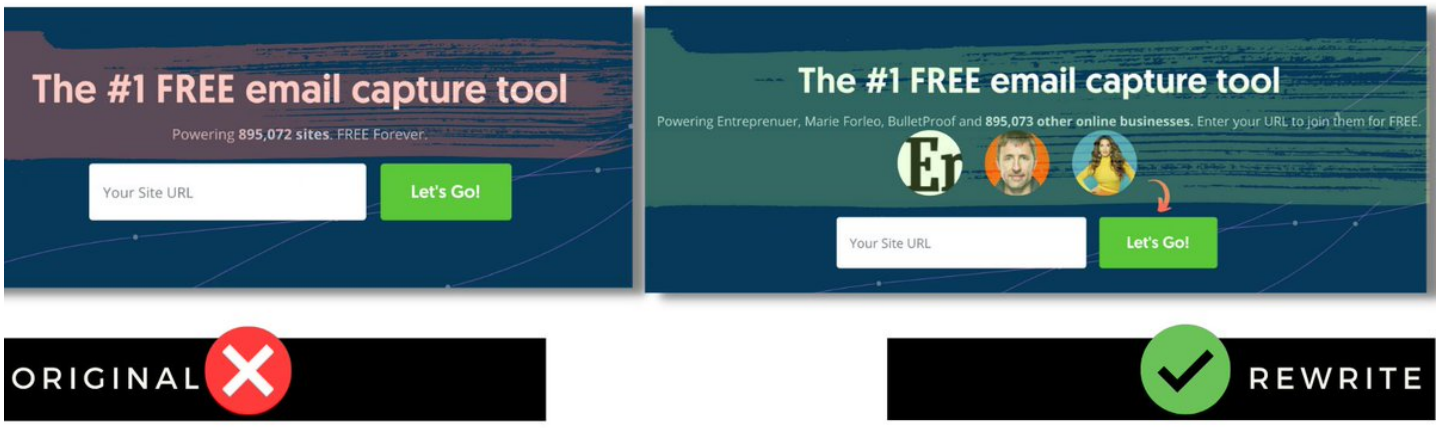
A thesaurus gets you an MBA. But simple words are “the grease” allowing the best headlines to go far.



3/ Write To The Crocodile Brain ■■

Big numbers, dense facts and difficult words are hard for the brain to process.

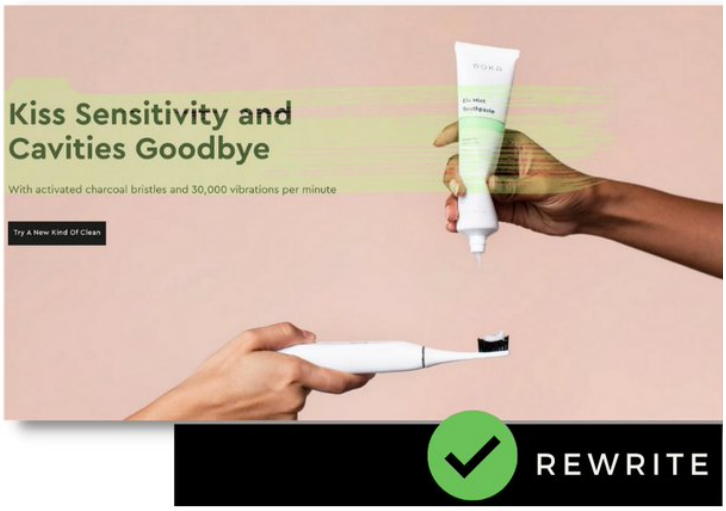
Seek out ways to turn tough concepts into REAL visual concepts that get the attention of the crocodile brain.



4/ Turn The Energy Up!

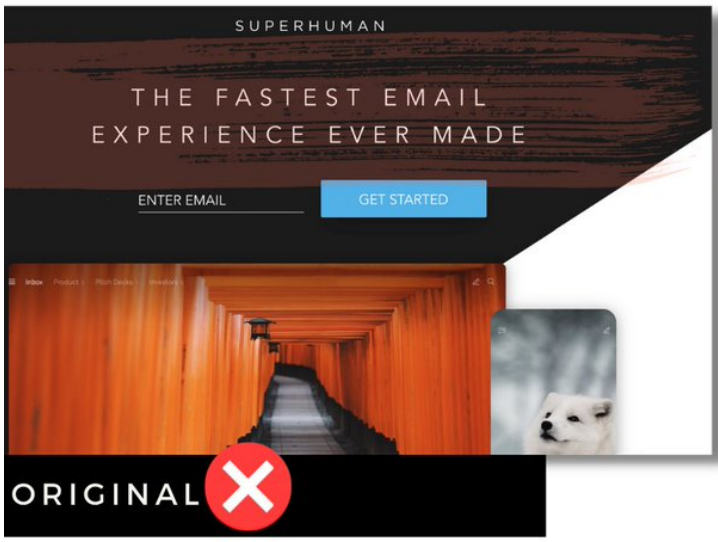
If you can imagine someone reading your headline and then promptly falling asleep, it's probably time for a rewrite.

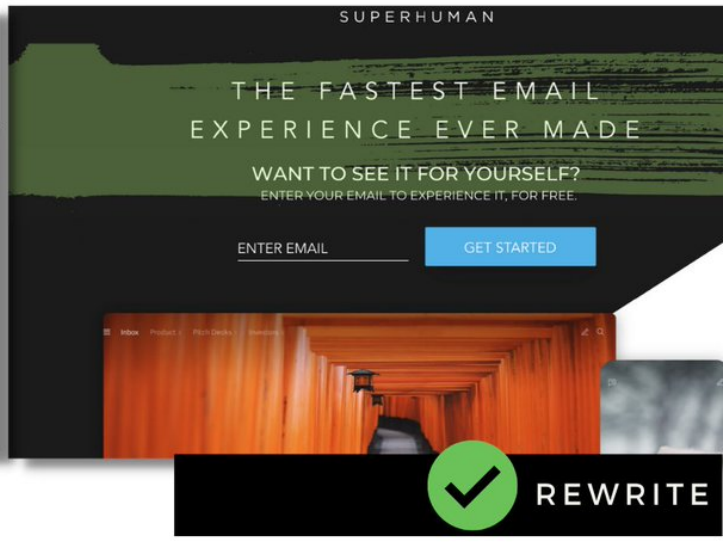




5/ Never Convince. Use Curiosity To Pull Them In.

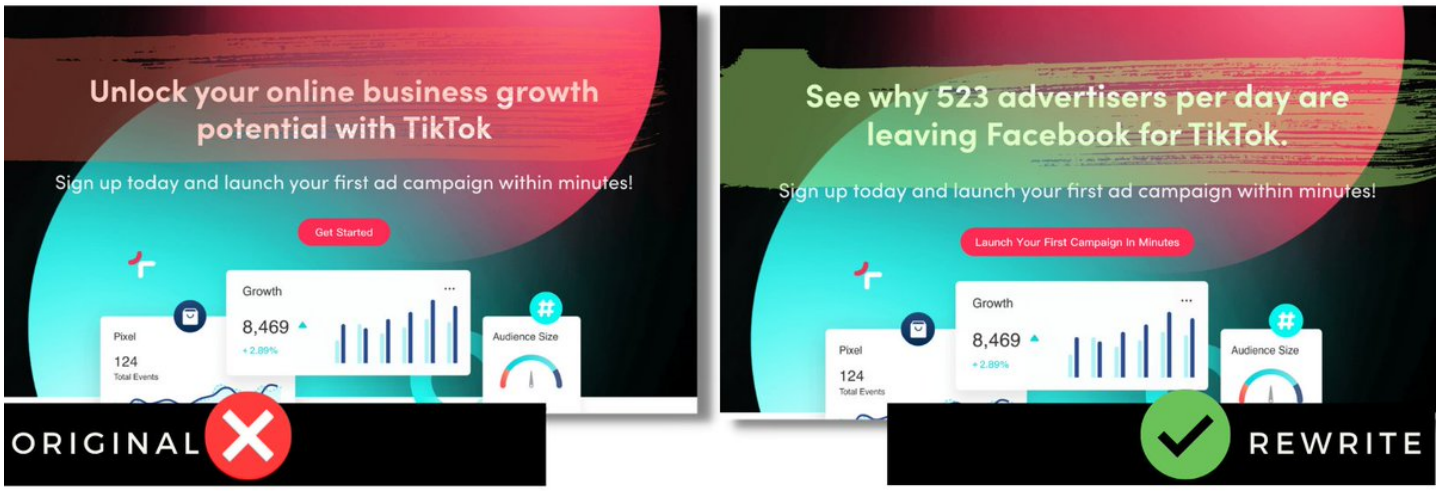
Nobody likes to be sold. But everyone loves a little intrigue.





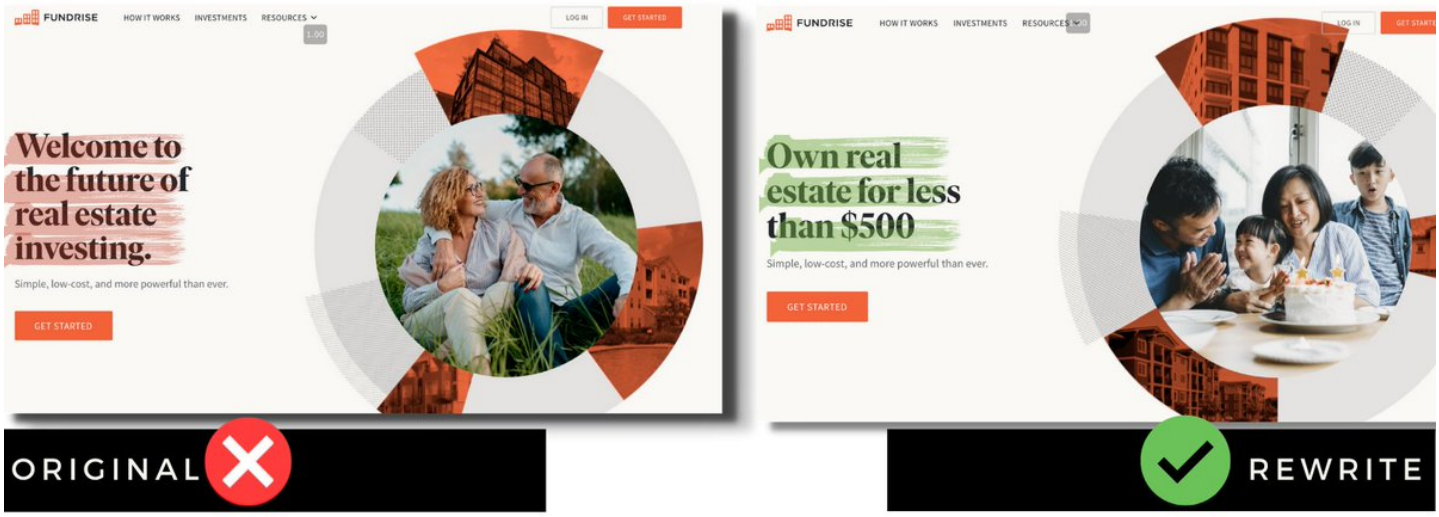
6/ Say What Your Audience Is Thinking, But Is Afraid To Voice Aloud

Your audience is wondering how you stack up. So don't be afraid to tell them the truth.



7/ Write Like People Speak

What would a friend say over cocktails? The more you can make your copy sound like a REAL person spoke it, the better it will perform.



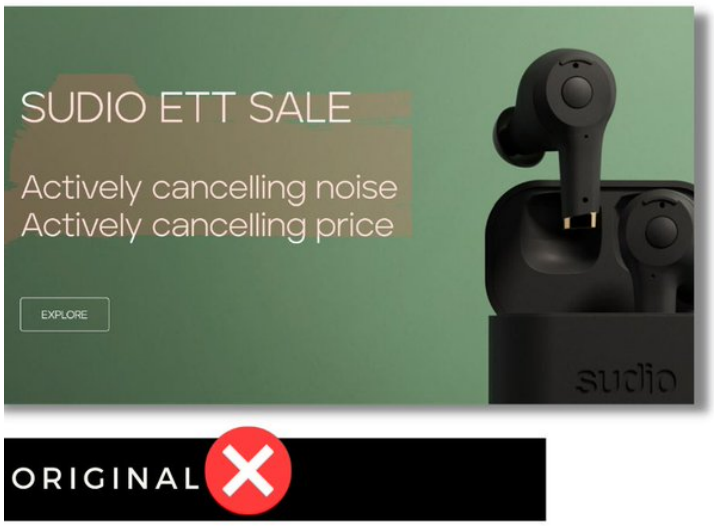
8/ Make It Clear You Can Solve Your Customers' Problems.

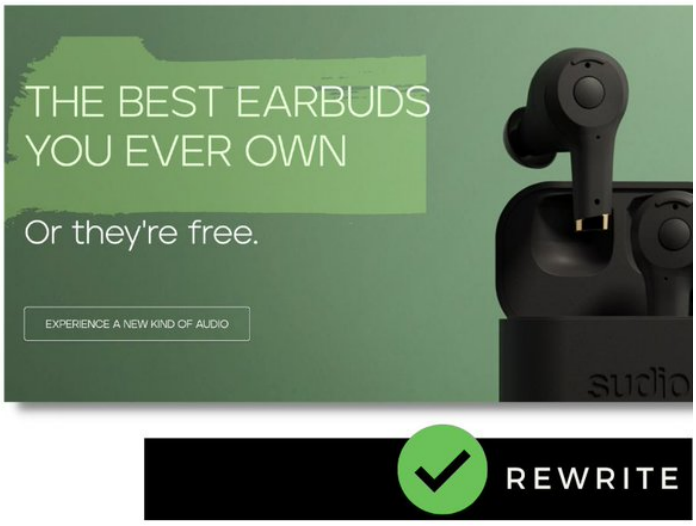
Never trade cleverness for clarity.



9/ Mitigate The Risk Of Making The Wrong Choice

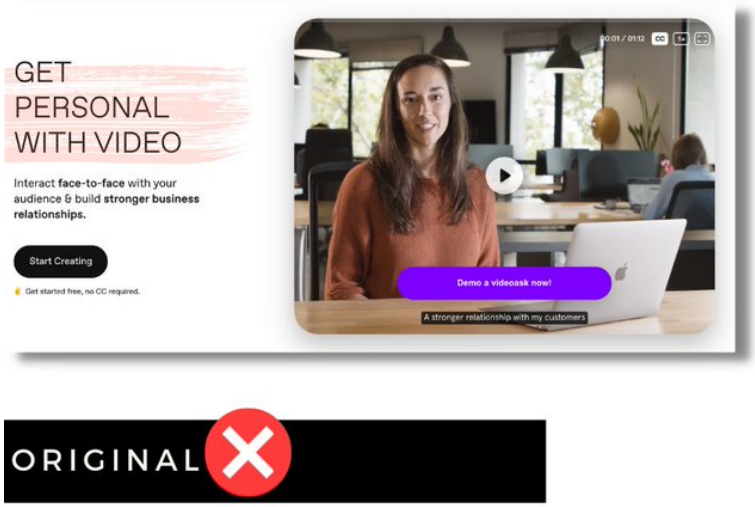
Nobody likes to feel like a fool. Everyone loves the comfort of a good return policy.

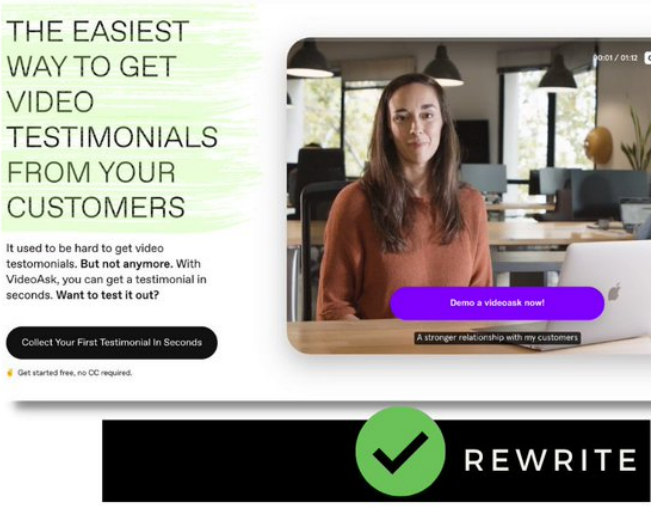




10/ Write About The Ways Your Product Is *Actually* Used

Position your product as the perfect solution to people's problems by talking about specific use cases instead of vague ideas.





11/ Don't Expect A Feature To Carry Your Conversions

Never rely on your features to do EVERYTHING for you.





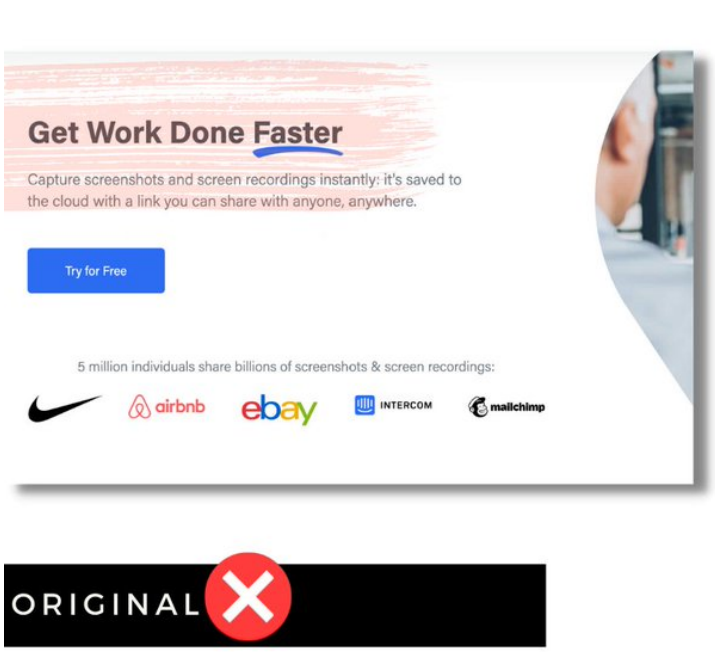
ORIGINAL

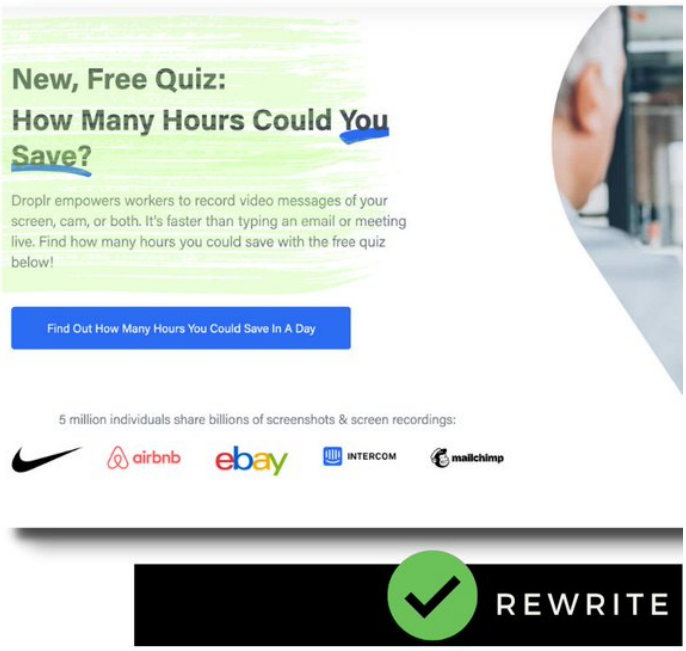
REWRITE

12/ The Most Powerful Word In Marketing Is Free

Free samples. Free trials. Free downloads. Free quizzes. There’s a reason these phrases are tied to some of the biggest companies in history.

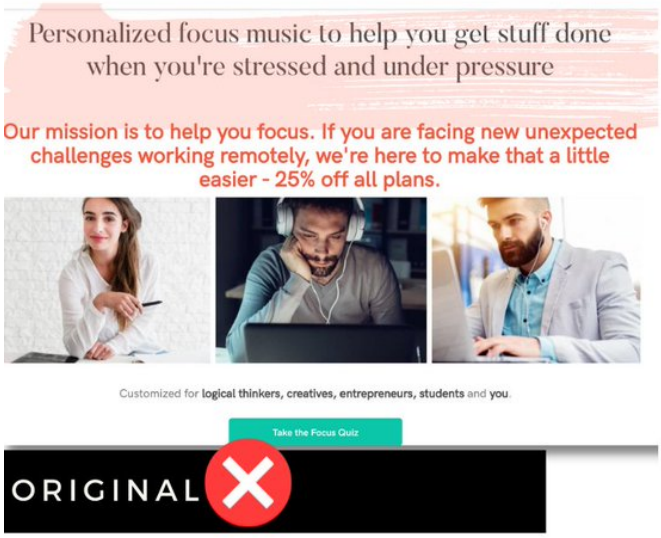
Free turns heads and earns the click.

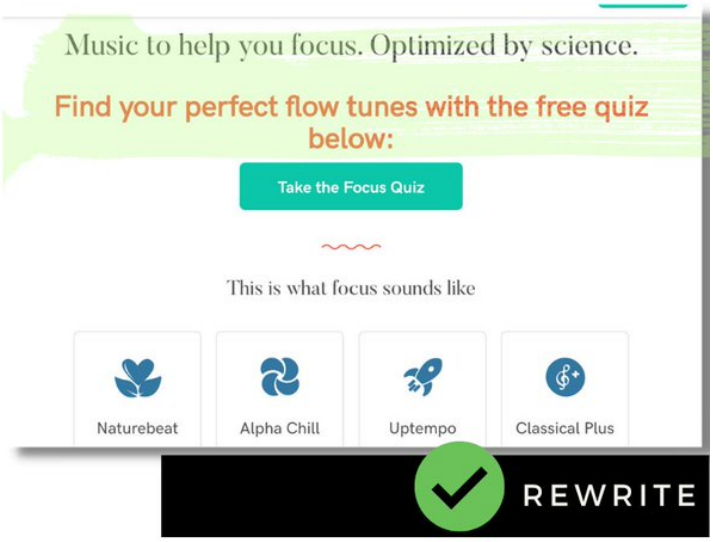




13/ Deliver One Message ... Or Deliver None!

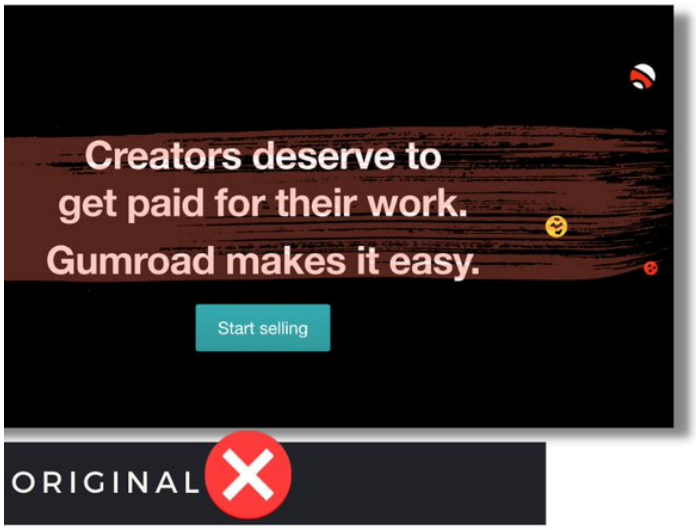
Optimize around one goal, one message, and one action.

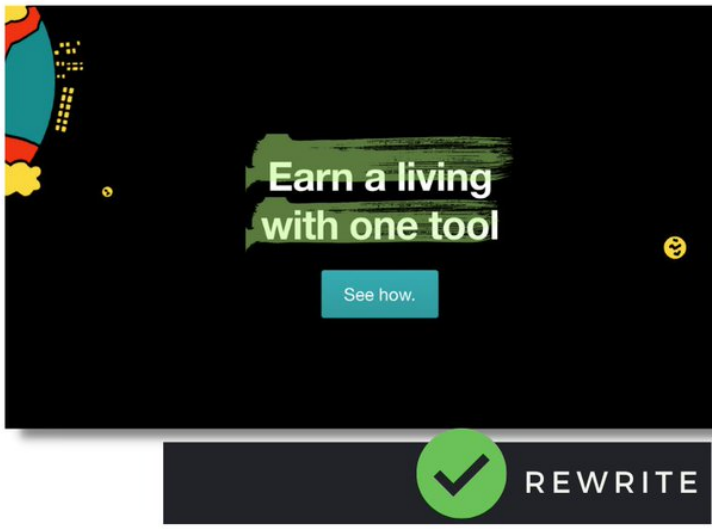




14/ Don’t Talk AT Your Audience. Talk TO Them.

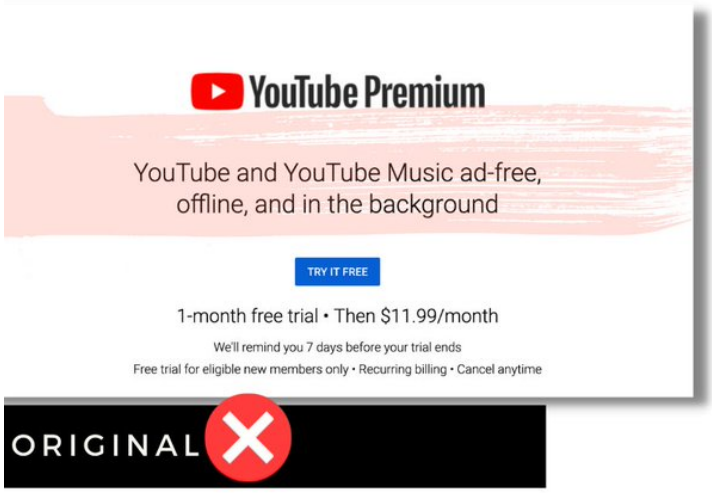
The more you can talk TO your customers, the better your copy will do.

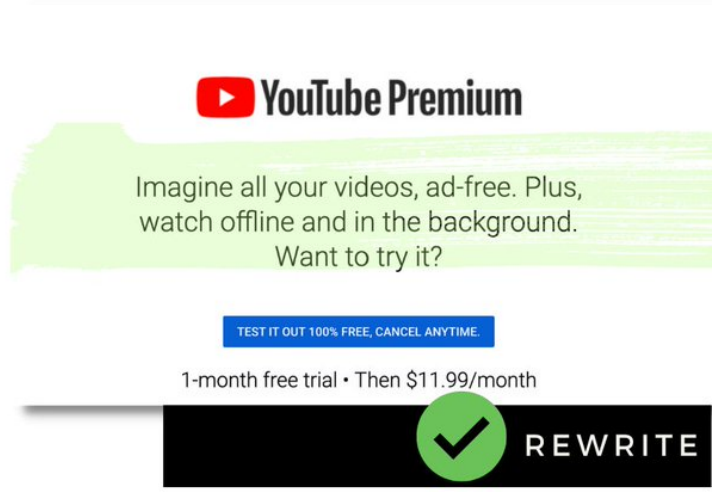




15/ Don't Stuff Your Copy With Technical Terms. Stuff It With Benefits.

Your customers don’t care about the technical names you use. They care about what your product does for them.





RT if you agree with these rewrites!

And if you want even more copywriting tips, I have a free daily newsletter that marketers seem to love.

Oh and I shamelessly bribe you with a couple free gifts to join

:)

Check it out here: https://t.co/4MK9vTvibm