

Fix This Writing!

# Tips



Good headlines or titles **engage your readers**. To get your creativity flowing, we offered 3 tips for developing better options!

Tip

01

## Harvest Your Words

**Underline** words that grab you.  
**Combine** those words into a  
(nonsensical) draft headline.

Tip

02

## Vary the Structure

Create 3 headline versions. Use a  
**question**. Use a **statement**. Then try a  
**2-partner** with a colon in the middle.

Tip

03

## Vary the Sleaze

Create 3 levels of headlines. Start with  
**super plain** (and boring). Move on to  
**engaging**. Then try some **click bait**.

These creative exercises will help you land on a headline that works for your message.



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