



Show Notes

Season 5, Episode 5:

Tips, tricks and tools to creating great headlines

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk why headlines matter and the difference between digital and print headlines

This week we discuss:

- Why we always supply headlines with our copy, whether we're writing for print or digital
- What makes a good headline for a magazine compared to an online piece and how headlines for print / digital differ significantly
- Why you need to be careful with digital that your content lives up to the headline and the consequences of using too much clickbait
- What comes first in the writing process – the story or the headline?
- Where you can exercise your creativity in digital
- How to properly insert keywords into a headline for a digital piece

8 headline tools we love

1. <https://coschedule.com/headline-analyzer>
2. <https://www.hubspot.com/blog-topic-generator>
3. www.Ubersuggest.com
4. [Answer the Public](#),
5. <https://fatjoe.com/blog-title-generator/>
6. [Rhymezone](#)
7. The Macquarie Dictionary online, using the “fuzzy search” button
8. IMDB (Internet movie Database) is also good for finding fun headline ideas.

That's it for this episode. Hope you've found these show notes useful.

Cheers, Rachel and Lynne

Got a question? Email us at thecontentbyte@gmail.com