Some Types of Headlines
(Base on "Copywriter's Handbook" by Bob Bly)

1. The *Direct Headlines*
   This type of headline is direct, and goes straight to the heart of the matter, without any attempt   at cleverness.
   > Bly's Example: **Pure Silk Blouses – 30% Off**

2. The *Indirect Headline*
   This type of headline uses curiosity to raise a question in the reader's mind. The answer to such question is revealed in the body of the article. Often a double meaning is utilized, which is useful online.
   > Bly's Example: An article might have the headline **Fresh Bait Works Best** and yet it has nothing to do with fishing, because it's actually about writing timely content that acts as **link bait**.

3. The *News Headline*
   This headline is pretty self-explanatory, as long as the news itself is actually, well… news. A product announcement, an improved version, or even a content scoop can be the basis of a compelling news headline.
   > Example: **My Exclusive Interview With PNoy**.

4. The *How to Headline*
   This type of headline is effective both online and offline. Bly says that "Many advertising writers claim if you begin with the words *how to*, you can't write a bad headline."
   > Examples: **How to Write Effective Headlines**
   > **How to Upload Videos on Facebook**

5. The *Question Headline*
   It must do more than simply ask a question. According to Bly, it must be a question that the   reader can empathize with, or would like to see answered.
   > Bly's Example: **Do You Close the Bathroom Door Even When You're the**
   > **Only One Home?**

   Whether the reader's answer to this headline is "yes" or "no," he will be curious to find out what this behavior means, and will most probably keep reading.

6. The *Command Headline*
   This headline boldly tells the prospect what the reader has to do. The first word should be a strong verb   demanding action. This type of headline is best used when the information, product or service you are writing about eliminates the need for some equipment, a difficult   task, or a big   expense.
   > Example: **Teach Yourself Math!**

7. The *Reason Why Headline*.
   This type of headline is useful when the body of the article consists of a numbered list of product features or tips, which you then incorporate into the headline.
   > Example: **Twenty Reasons Why Linux is Better Than Windows**

8. The *Testimonial Headline*
   This headline is effective because it presents outside proof that you offer great value. This involves taking what someone else has said about you, your website or service, and using their actual words in your headline. Using direct quotes lets the reader know that they are reading a testimonial. The body of the article should discuss further the testimonial quote.
   > Example: **"Open Source software are more effective," admits Bill Gates**.