

How To Write Headlines

That Drive Traffic, Shares, and Search Results

Power And Emotion Words

absolutely	banned	bright	conquer
abuse	bargain	buffoon	conspiracy
advise	beating	bully	controversial
affordable	before you forget	bumbling	corpse
agony	behind the scenes	burned	courage
alert	belief	cadaver	crammed
amazing	best-selling	cash	crave
announcing	beware	catastrophe	crazy
anonymous	big	caution	crisis
approved	billion	censored	crooked
armageddon	black market	certified	cruel
arrived	blacklisted	challenge	crush
arrogant	blinded	chance	cure
assault	blissful	cheap	danger
astounding	bloodcurdling	cheer	daring
astoundingly	bloody	collapse	deadline
as the	blow your mind	colorful	deadly
attractive	bomb	colossal	death
audacity	boost	compare	defiance
authentic	bootleg	competitive	delight
avenge	bottom	complete	delighted
backbone	bravery	compromise	delightful
backdoor	brazen	concealed	delivered
backed	breakthrough	confessions	depraved
backlash	breathtaking	confidential	destiny

destroy	extra	genuine	in a
devastating	eye-opening	gift	in the world
devoted	fail	gigantic	in the
direct	faith	grateful	inexpensive
dirty	famous	greatest	informative
disastrous	fantastic	greed	innovative
discount	fascinating	grit	insanely
disgusting	fearless	growth	insider
disinformation	feast	guaranteed	insidious
dollar	feeble	gullible	instructive
double	fire	hack	interesting
download	fleece	had enough	invasion
drowning	floundering	happy	ironclad
dumb	flush	hate	irresistibly
easily	focus	hazardous	is the
easy	fool	helpful	is what happens when
edge	fooled	helpless	it looks like a
embarrass	for the first time	help are the	jackpot
emerging	forbidden	hidden	jail
empower	force-fed	high	jaw-dropping
endorsed	forgotten	highest	jeopardy
energize	fortune	hoax	jubilant
energy	foul	hope	killer
enormous	frantic	horrific	know it all
epic	free	how to make	largest
evil	freebie	how to	latest
excellent	frenzy	hurricane	launching
excited	fresh on the mind	hurry	lavishly
exciting	frightening	hypnotic	lawsuit
exclusive	frugal	illegal	liberal
expert	fulfill	imagination	lick
explode	full	immediately	lies
exploit	fundamentals	important	lifetime
exposed	gambling	improved	like a normal

limited
line
loathsome
lonely
looks like a
looming
lost
lowest
lunatic
lurking
lust
luxurious
luxury
lying
magic
mainstream
make you
mammoth
marked down
massive
meltdown
might look like a
mind-blowing
minute
miracle
mired
mistakes
money
money-grubbing
moneyback
monumental
murder
myths
never again

nightmare
no good
no questions asked
noted
obnoxious
obsession
odd
of the
off-limits
offer
official
on the
opportunities
outlawed
outstanding
overcome
painful
pale
panic
pay zero
payback
peril
perspective
pioneering
piranha
pitfall
plague
played
pluck
plummet
plunge
pointless
poor
popular

portfolio
pound
powerful
practical
preposterous
priced
prison
privacy
private
prize
professional
profit
promising
protected
proven
provocative
pummel
punish
quadruple
quality
quick
quickly
rare
rave
reckoning
reclaim
reduced
refugee
refund
refundable
reliable
remarkable
remarkably
research

results
revealing
revenge
revisited
revolting
revolutionary
reward
rich
risky
ruthless
sale
scarce
scary
scream
searing
secrets
secure
security
secutively
seize
selected
sensational
shameless
shatter
shellacking
shrewd
sick and tired
silly
simple
simplistic
simplified
sinful
six-figure
sizable

skill
skyrocket
slaughter
sleazy
smash
smug
smuggled
sniveling
snob
soar
soaring
special
spectacular
spine
spirit
spotlight
staggering
startling
strange
strangle
strong
stuck up
stunning
stupid
sturdy
successful
suddenly
superior
sure
surge
surging
surprise
surprising
surprisingly

surrender
survival
swindle
taboo
tailspin
tank
tantalizing
targeted
tawdry
tech
technology
teetering
temporary fix
tempting
terrific
terror
tested
that will make you
that will make
that will
the best
the ranking of
the most
the reason why is
thing ive ever seen
this is the
this is what happens
this is what
this is
thrilled
thrilling
timely
tired
to be

to the
toxic
trap
treasure
tremendous
triple
triumph
truth
try before you buy
turn the tables
ultimate
unauthorized
unbelievably
uncommonly
unconditional
under
underhanded
undo
unexpected
unique
unlimited
unlock
unparalleled
unscrupulous
unsurpassed
unusual
unusually
uplifting
urgent
useful
valor
valuable
value
vaporize

varify
vibrant
victim
victory
vindication
viral
volatile
vulnerable
wanted
wanton
warning
wealth
weird
what happened
what happens when
what happens
what this
when you see
when you
whip
whopping
wicked
will make you
willpower
withheld
wonderful
wondrous
worry
wounded
you need to know
you need to
you see what
you see
zinger

Common Words

a	for	ll	these
about	from	me	they
after	get	most	things
all	has	my	this
an	have	no	to
and	he	not	up
are	her	of	was
as	his	on	what
at	how	re	when
be	l	she	who
but	if	sould	why
by	in	so	will
can	is	that	with
did	it	the	you
do	just	their	your
ever	like	there	

**Pro Tip: Try writing headlines that promise a solution:
How To _____ That Will Help You _____**

Uncommon Words

actually
awesome
baby
beautiful
being
best
better
boy
dog
down
facebook
first
found
girl
good
guy

happened
heart
here
its
know
life
little
look
love
made
make
makes
man
media
mind
more

need
never
new
now
old
one
out
people
photos
really
reasons
right
see
seen
social
something

thing
think
time
valentines
video
want
watch
way
ways
world
year
years
you'll

When you're ready to plan awesome content, save a ton of time creating and sharing it with CoSchedule—your social media and editorial calendar. You can get started today with your *free 14-day trial!*

