# Headline Formula Worksheet

## HEADLINE WORKSHEET

Use formulas as prompts, not published copy: “How [reader] can [outcome] without [obstacle]”; “[Number] ways to [task]”; “The [specific mechanism] behind [result].” Fill brackets with verifiable detail, then delete any claim you cannot support. Write at least ten options from different angles and check whether each accurately previews the article or offer. A headline that earns a click by misrepresenting the page is a failure even when CTR rises.

### AUDIENCE / PROJECT

### FIRST ACTION

### EVIDENCE OR SOURCE TO VERIFY

### OWNER AND DUE DATE

### RESULT TO REVIEW