



Headline Resources

What to do when you get stuck!



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Start with a keyword search and look at the words and terms that automatically pop up on Google.



Check at the bottom of Google's Search Engine results for their suggestions. There's usually a list at the bottom of the page that'll give you some ideas.

Grab a keyword tracking tool like Google's Keyword Planner (free) or WordTracker (paid). You can do a search for relevant terms as see how popular they are. They will give you a list of similar phrases.



You can also go to Amazon and check out their best-seller list on a similar subject. Look at the copy that's on the book covers - it's usually written by cracker jack copywriters.

Swipe ideas and create your own "swipe files" by looking at sites, posts and ads that have similar topics to yours. Make copies and files for future reference to make your ideas pop much quicker.



Start collecting a huge resource library on the subjects of blog writing and copywriting. Books by Eugene Schwartz and Jon Morrow have piles of headline ideas in them.



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