

Headline Formats

How to | Questions | Fame | Secrets | Mistakes | Lies | Protection | Solutions | Quick & Easy | Newsworthy | Lists | Why | Self-Improvement | Guides

這裡有14個標題結構，您可以和上面介紹的動詞一起使用，或者作為替代。我還包括了許多例子，讓您的撰寫源源不絕。您可以根據您的具體需求或業務調整任何標題。

HOW TO (如何)

最有力的標題之一，鼓勵讀者參與教他們解決各種問題的內容。幾乎任何事情都可以用*How to*的方式來表達。

1 *How to [受益] in [一段期間]*

例子：

How to Retire in Less Than 10 Years

How to Find the Cheapest Flight in 5 Minutes

2 *How to [受益] and [受益] without [常見問題]*

例子：

How to Make Money 24/7 and Retire Young Without Working Any Harder

How to Visit Hokkaido and Have the Time of Your Life Without the Crowds

3 *How to Finally [空白]*

例子：

How to Finally Get The House You Always Wanted

How to Finally Speak English in Under 2 Months

4 *How Take Charge of [常見問題]*

例子：

How to Take Charge of Your Finances: Make \$1 Million and Retire Before 30

How to Take Charge of Your Life

5 *How to Use [空白] to [受益]*

例子：

How to Use Credit Card to Have a Japan Holiday for Free

How to Use Youtube to Get Tons of Traffic to Your Website

6 *How to [受益] With [空白]*

例子：

How to Make Money With Blog Articles
How to Travel Australia With Children

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

QUESTIONS (問題)

向讀者提出一個問題，讓他們身不由主地想回答。在您提出問題時，讀者的大腦就會潛意識地進入回答狀態，但往往會被意識所否決。儘管如此，請儘量提出問題，您的讀者會更積極的參與您的英文文案。如果他們不知道問題的答案，他們會想知道。如果他們知道，他們會想看看他們的答案到底對不對。

1 *Is [空白] the best [空白]?*

例子：

Is Taiwan the Safest Country in the World?
Is Content Marketing the Most Effective Marketing?

2 *Are You Making These [空白] Mistakes?*

例子：

Are You Making These Writing Mistakes?
Are You Making These 7 Speaking Mistakes When Giving a Presentation?

3 *What Kind of [空白] Are You?*

例子：

What Kind of Marketer Are You?
What Kind of Driver Are You?

4 *Thousands Have [空白]... Why Not You?*

例子：

Thousands Have Saved With MoMo Shop... Why Not You?
Thousands Have Travelled to Hokkaido's Hot Springs... Why Not You?

5 *Why Haven't You [空白]?*

例子：

Why Haven't You Visited Osaka?
Why Haven't You Got Your Dream Car Yet?

6 *[空白] vs. [空白]: Which is Better For [空白]?*

例子 :

Kylie Minogue vs. Cardi B: Who's The Best Singer?
Taiwan vs. Japan: Which Has Better Food?

7 Do You Recognize These [空白]?

例子 :

Do You Recognize These People?
Do You Recognize These Cities?

8 What Is [空白]?

What Is an Ascending Triangle?
What is Health Insurance? Do I Need It?

9 I'm looking for [空白] ... Can You Help?

例子 :

I'm Looking for a Social Media Expert ... Can You Help?
I'm Looking for a Great Video Maker ... Can You Help?

10 Tired of [空白]? Here's [空白]

例子 :

Tired of Walking? Here's How to Get Super Cheap Uber Rides
Tired of Your One Room Apartment? Here's How to Find a Low Price Luxury Condo

11 Which of These [空白] Should You Use?

例子 :

Which of These Banks Should You Use for Low Interest Loans?
Which of These Pans Should You Use to Fry Trout?

12 7 Reasons You'll Love...

例子 :

Young and Handsome? 7 Reasons You'll Love a Holiday in Phuket
Old and Broke? 7 Reasons This Retirement Village is Perfect for You

13 How Much Should You Pay For [空白]?

例子 :

How Much Should You Pay For House Insurance?
How Much Should You Pay For a Hotel in the Maldives?

14 Are [空白] Worthless?

例子：

Are Financial Advisors Worthless?
Are Trade Shows Worthless?

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

FAME (名聲)

1 The [名人的] Guide to [話題]

例子：

The Mark Zuckerberg Guide to Social Media
The Tom Cruise Guide to Hollywood Success

2 The Secret [一組人] Use to [受益]

例子：

7 Secrets Billionaires Use to Get Rich
The One Secret Thais Use to Get Cheap Massages Anywhere in the World

3 Why [名人] is Wrong: [空白]

例子：

Why Warren Buffet is Wrong: 7 Reasons Why Stocks Are a Long Term Risk
Why Jeff Bezos is Wrong: How to Get Cheaper Electronics Than On Amazon

4 Interview: [人物名稱或數量]

例子：

Interview: President of the United States Joe Biden
Interview: 10 Top Food Bloggers Share What Works For Them

5 What [名人] Can Teach Us About [空白]

例子：

What The New York Times Can Teach Us About Writing
What Ang Lee Can Teach Us About Directing (But Not Acting)

6 [名人]'s Advice For [空白]

例子：

Gordon Ramsey's Advice For London's Best Value-for-Money Restaurants
Jolin Tsai's Advice For Taipei's Best Live Music Joints

7 Can [名牌] Really [空白]

例子：

Can Teslas Really Outperform Ferraris?

Can Google Ads Really Make Money For a Company

8 *How to [空白] Like [空白]*

例子：

How to Travel the World Like Jay Chou: 5 Knockout Movie Locations (and How to Get There).

How to Write Short Stories Like Ernest Hemmingway

9 *Top 25 [空白]*

例子：

Top 25 Wineries For Red Wine Lovers

Top 25 Auto Sites For Finding and Buying Quality Used Cars

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

SECRETS (秘密)

每個人都喜歡秘密。秘密承諾為您的讀者提供“內部信息”。但非常重要的一是：您必須兌現承諾！

1 *The Secret to [受益]*

例子：

The Secret to Steve Job's Success

The Secret to Long Term Writing Success (Without Burning Out)

2 *Don't Buy Another [空白] Until You Read This*

例子：

Don't Buy Another Buyer's Guide Until You Read This

Don't Buy Another HSR Ticket Until You Read This

3 *Don't Read This If [空白]*

例子：

Don't Read This If You Want AIDS

Don't Read This If You Love Your Country

4 *[空白]'s Best Kept Secrets*

例子：

Taiwan's Best Kept Secrets: Killer Destinations Without the Crowds
Bangkok's Best Kept Secrets

5 *The Amazing Secret of [空白]*

例子：

The Amazing Secret for an "Authentic" Spa Experience
The Amazing Secret to Working for a High Salary in Australia

6 *Do Not Visit [地點] Until You Read This*

例子：

Do Not Visit Chiangmai Until You Read This
Do Not Visit Tokyo Until You Read This

7 *[空白] Secrets Every [受眾] Should Know*

例子：

7 Hotel Secrets Every Business Traveler Should Know
5 Exam Techniques Every Student Should Know

8 *Discover the Truth About [空白]*

例子：

Discover the Truth About Hidden Taxi Fees
Discover the Truth About Hawaiian Vacations

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

MISTAKES (錯誤)

每個人都討厭犯錯誤。

因此，任何關於我們可能會犯我們自己沒有意識到的錯誤的暗示，肯定會引起我們的注意。

1 *[數量] Common [話題] Mistakes (and How to Avoid Them)*

例子：

5 Common Grammar Mistakes (and How to Avoid Them)
7 Common Money Mistakes You Are Probably Making (and How to Avoid Them)

2 *[空白] Mistakes You Should Avoid (but don't...)*

例子：

37 Relationship Mistakes You Should Avoid (but don't...)

7 Cultural Mistakes You Should Avoid in Europe (but don't...)

3 *7 Ways to Screw Up [空白]*

例子：

7 Ways to Screw Up Your Vacation

5 Ways to Screw Up Your Promotion

4 *WARNING: [潛在的錯誤或威脅]*

例子：

WARNING: Eating Takeaway Will Make You Fat

WARNING: Too Much Work Will Kill Your Love Life

5 *[空白] Mistakes That Make You [空白]*

例子：

17 Language Mistakes That Make You Look Stupid

9 Booking Mistakes That Make You Pay Extra

6 *[數量] Bad Habits That [空白] and [空白]*

例子：

11 Bad Habits That New Employees Have

5 Relationship Bad Habits That Cost You Money and Waste Your Time

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

LIES (謊言)

沒有人喜歡被欺騙。在標題中使用它，告訴您的讀者，他們在某些問題上被謊言蒙蔽，並且您即將告訴他們事情的真相。

1 *The Shocking Truth About [空白]*

例子：

The Shocking Truth About Car Dealers

The Shocking Truth About Internet Hosting Companies

2 *[數量] Things [權威] Won't Tell You*

例子：

5 Things Your Employer Won't Tell You

7 Things Your Bank Manager Won't Tell You

3 *Can You Really Trust [權威]?*

例子：

Can You Really Trust Your Dentist?
Can You Really Trust The New York Times?

4 Lies [人物/公司] Like to Tell

例子：

7 Lies Credit Card Companies Like to Tell
5 Financial Advisors Like to Tell

5 13 Reasons [空白] Sucks

例子：

13 Reasons Costco Sucks
9 Reasons Delta Airlines Sucks

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

PROTECTION (保護)

與獲得更多東西相比，大多數人會更擔心失去他們已經擁有的東西。換句話說，恐懼比貪婪的動力來得更大。為讀者提供保護，使其免於未來的災難，肯定會引起他們的注意。

1 [數量] Ways to Protect Yourself From [壞事]

例子：

11 Ways to Protect Yourself from Dengue Fever
7 Ways to Protect Yourself from Getting Robbed in Bangkok

2 Alert: The New [空白] Scam to Look Out For

例子：

Alert: The New Credit Card “Rewards” Scam to Look Out For
Alert: The New Macau Bus Scam to Look Out For

3 [空白] You Should Never [空白]

例子：

5 Skincare Products You Should Never Use
7 Things You Should Never Tell Your Husband

4 Dealing with [空白]: [數量] Steps to [空白]

例子：

Dealing With Credit Card Debt: 5 Steps to Get Yourself Out Once and For All

Dealing With Home Break Ins: 7 Steps to Protect Your Property

5 *If You're Not Worried About [空白]... You Should Be*

例子：

If You Are Not Worried About a Pandemic...You Should Be

If You Are Not Worried About Airline Security...You Should Be

6 *The 7 Deadly Sins of [空白]*

例子：

The 7 Deadly Sins of Search Engine Optimization

The 7 Deadly Sins of Resume Writing

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

SOLUTIONS (解決方案)

您的讀者有很多問題---他們知道一些，但不知道其他的問題。在標題中提供解決方案，並在您的文案正文中傳遞。

1 *Get Rid of [問題] Once and For All*

例子：

Get Rid of Overpriced Theatre Tickets Once and For All

Get Rid of Insomnia Once and For All

2 *101 [空白] for [空白]*

例子：

101 Proven Ways to Retire Before 30

101 Techniques to Cut Your Electricity Bill in Half

3 *Are You Still [空白]? Your Questions Answered...*

例子：

Are You Still Baffled By Tax Regulations? Your Questions Answered...

Are You Still Confused About Car Insurance? Your Questions Answered...

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

QUICK & EASY (快速 & 輕鬆)

1 *How to Hack [話題]*

例子：

How to Hack London: All the Sights on a Shoestring Budget
The Ultimate Gourmet Restaurant Hacking Guide

2 *The One Thing You Must Do in [地點]*

例子：

The One Thing You Must Do In Melbourne
The One Thing You Must Avoid in Shanghai

3 *The Five Words That Will [空白]*

例子：

The Five Words That Will Save Your Life in Rio
The Five Words That Will Let You Eat For Free in Phuket

3 *How to [空白] In One Day*

例子：

How to See Osaka's Best Temples in One Day
How to Speak Basic Japanese in One Day

4 *Can't Keep Up? 7 Ways to Simplify [活動, 問題]*

例子：

Can't Keep Up? 7 Ways to Simplify Exam Preparation
Can't Keep Up? 7 Ways to Simplify Mortgage Payments

5 *5 Steps to [受益]*

例子：

5 Steps to "Do" Macao
5 Steps to Saving \$1000 Every Month

6 *[空白] The Quick and Easy Way*

例子：

First Class Upgrades: The Quick and Easy Way
High Exam Scores: The Quick and Easy Way

7 *[數量] Ways to [受益] Without [常見問題]*

例子：

7 Ways to Eat In Michelin Restaurants Without Breaking Your Budget
5 Ways to Explore Honduras Without Getting Shot

8 *7 Simple Ways to [空白]*

例子：

7 Simple Ways to Win the Girl of Your Dreams

9 Simple Ways to Get Into an Ivy League University

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

NEWSWORTHY (新聞價值)

我們都在尋求新的事物。任何主題的新研究或信息。或者使用新聞中所提及的，用在您的標題中。

1 *New Study Reveals* [受益]

例子：

New Study Reveals How to Double Your Business But Halving the Cost

New Study Reveals Wine is Good For You (In Some Cases)

2 *Introducing* [新產品、折扣等]

例子：

Introducing The 5% Deposit No More to Pay This Week Only

Introducing 'Marketing Made Simple' 101

3 *You're Invited To* [空白]

例子：

You're Invited To Party With Us in Phuket

You're Invited To Save 42% On Your Next Flight With Air Asia

4 *FREE:* [實用信息和/或折扣]

例子：

FREE: The Ultimate Guide to Health Insurance

FREE: 3 Nights In Tokyo Flying Air Asia

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

LISTS (列表)

數字在標題中很好用。一個數字可以使標題更明確，並告訴您的讀者，這篇文章是一個快速閱讀，也是一個深入的資源。請注意，奇數用途更廣（除了“前十名”列表）。

1 9 Ways To [空白]

例子：

9 Ways to Travel From Asia to Europe
5 Ways to See Egypt's Pyramids

2 *The Top 10 [空白]*

例子：

The Top 10 Cities to Visit In the USA
The Top 10 Hotels in Osaka

3 *7 Reasons Why [空白]*

例子：

11 Reasons Why You Should Read More
11 Reasons Why You Should Rent, Not Buy

4 *5 [空白] (But [空白]) Things to Do in [空白]*

例子：

5 Cheap (But Exciting) Things to Do in Thailand
5 Easy (But Effective) Ways to Pay Off Your Mortgage

5 *51 [空白] to See/Do Before You Die*

例子：

51 Spas to Visit in Asia Before You Die
23 Online Games to Play Before You're Too Old

6 *[數量] Little Known (but [空白]) Things to Do In [location]*

例子：

5 Little Known (But Delicious) Dishes to Try at Shilin Night Market
17 Little Known (But Excellent) Massage Parlours in Bangkok

7 *15 [空白] I Learned in [空白]*

例子：

11 Exam Strategies I Learned in Columbia Cram School
37 Beers I Learned to Love in Germany

8 *[空白]: 21 Practical Tips*

例子：

Passing Exams: 21 Practical Tips
Beating Hangovers: 21 Practical Tips

WHY (為什麼)

“為什麼”解決了我們對解釋的需求。提出一個問題以及承諾一個答案，是吸引注意力的一個明確的方法。

1 *Why I Hate [空白]*

例子：

Why I Hate Spicy Food But Love Thai Cooking

Why I Hate Spanish But Love Spain

2 *5 Shocking Reasons Why [空白]*

例子：

5 Shocking Reasons Why Men Live So Long In Sardinia

5 Shocking Reasons Why Meditation Is Good For You

3 *9 Reasons You'll Love Shocking Reasons Why [東西/地點]*

例子：

9 Reasons You'll Love Taitung

5 Reasons You'll Love Spending a Weekend in Taipei

聯絡 DIGIBIZ 的文案專家來解決您的需求
sabinna@smartdigibiz.com

SELF IMPROVEMENT (自我提升)

每個人都希望自己長得更好看，吃得更好，被更多人喜歡等等。利用這種願望來吸引人們對您文章的關注。

1 *How [空白] Makes You A Better [空白]*

例子：

How Study Makes You More Intelligent

How Learning English Makes You More Employable

2 *Do You Have the [空白] to [空白]?*

例子：

Do You Have The Courage To Ask Her Out?

Do You Have The Brains to Speak 11 Languages?

3 *Why Can't You [空白] (and What to Do About It)*

例子：

Why You Can't Afford a Mercedes Benz (and What to Do About It)

Why You Can't Land the Man of Your Dreams (and What to Do About It)

4 [地點/東西]: *The 5 Must-See Attractions/Knowledge*

例子：

Bangkok: The 5 Must-See Temples for Culture Buffs

IELTS: The 5 Must-Know Sentence Structures

5 [空白] *You Can Be Proud Of*

例子：

How to Write Articles You Can Be Proud Of

Career Achievements You Can Be Proud Of

6 *What [空白] Should Do (But Don't)*

例子：

What Poor Students Should Do (But Don't)

What Shy Men Should Do to Get Girls (But Don't)

7 *The Art Of [空白]*

例子：

The Art of Language Learning: How to Speak Fluently In Half The Time

The Art of Budget Travel: See The World For the Cost of One Plane Ticket

8 *Treat Yourself To [空白] In [空白]*

例子：

Treat Yourself To A Spa In Okinawa

Treat Yourself To A Perfect Score In TOEFL

9 *Take Advantage of [空白]*

例子：

Take Advantage of These Special New Customer Discounts

Take Advantage of These Classic Beers

聯絡 DIGIBIZ 的文案專家來解決您的需求

sabinna@smartdigibiz.com

GUIDES (指南)

人們在規劃活動和項目是都需要幫助。創建一個指南，使用以下標題之一，作為一個主題的最完整的“終極”資源，讓讀者的注意力集中在該主題上。

1 *The Beginner's Guide to [空白]*

例子 :

The Beginner's Guide to IELTS Test Prep

The Beginner's Guide to Getting a 'Yes' Every Time

2 *Yours Free: A Cheat Sheet for [空白]*

例子 :

Yours Free: A Cheat Sheet to Getting Year-Round Discount Coupons

Yours Free: A Cheat Sheet to Must-Know TOEIC Vocab

3 *Announcing [空白]: A Simple Blueprint for [空白]*

例子 :

Announcing: A Simple Blueprint for Kick-Ass Headlines

Announcing 'IELTS Study Hacks': A Simple Blueprint for Acing The Test

4 *The Ultimate Guide to [話題]*

例子 :

The Ultimate Guide to CNC Machining

The Ultimate Guide to Electronic Product Manufacturing: Who to Talk To, The Questions to Ask and the Pitfalls to Avoid

5 *[空白]: The Ultimate Checklist*

例子 :

Just In Time Manufacturing: The Ultimate Checklist

What to Do in Japan: The Ultimate Checklist

6 *The No-Nonsense Guide to [空白]*

例子 :

The No-Nonsense Guide to IELTS Success

The No-Nonsense Guide to Passing Uni Exams

7 *The Step-by-Step Guide to [空白]*

例子 :

The Step-by-Step Guide to a Native-Speaker IELTS Score

The Step-by-Step Guide to Financial Freedom Before 30