



COURAGEOUSLY
Living the Gospel

Headlines Writing Tips

Goal of a headline is to encourage someone to read your story, announcement, news brief, etc.

Headlines Writing Tips

Include a number

Five Ways to Have a Faith-Filled Lent

Headlines Writing Tips

Ask a question

Do you have an extra hour each week?

Headlines Writing Tips

Be Useful

Find Out How to Hear Better at Mass

Headlines Writing Tips

Timely

Faith Formation Students Need Your Help This Week

Headlines Writing Tips

Include a unique rationale

Tips for Teaching Children Gratitude

Reasons Why We Honor Mary

Lessons on Catholic Social Teaching

Ideas for a Holy Advent Season

Ways to Prepare for Easter

Facts about Confession

Strategies for Praying on a Tight Schedule

Headlines Writing Tips

Think About Your Audience
and What Matters to Them

Health Classes Start this Week for Seniors

Headlines Writing Tips

Remember the 5Ws

- Who
- What
- When
- Where
- Why

By using them in your headlines, you articulate to readers the kind of information you intend to provide.

Headlines Writing Tips

Use you/your

How to Make Your Marriage Even Better

Headlines Writing Tips

Keep it Short (4-8 words and one/two syllables)

Could You Be Our Next Altar Server?

Headlines Writing Tips

Guides do very well. Using words like “introduction,” “beginner’s guide,” “in 5 minutes,” and “DIY” do well.

Connect to trending topics and popular phrases and words, i.e. hacks, YOLO, etc.

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