

TIME: About 5-10 minutes each. Rewrite "losers" for next release.



SUMMARY: Grabbing the attention of your audience is a challenge. In this guide we will help you develop the initial idea, find associations that leverage Top of Mind Awareness and then turn those elements into a headline that gets you traffic and results from the media, search engines, blogs and RSS feeds.

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"Sports Icon Kareem Abdul Jabbar Dances With Rabbis"

Get Creative - Your headline will show at the top of the web page and in the headline spot of your release. Make sure it's *focused, engaging, unique*, and causes your viewer to ask "*how do they do that?*" or makes them want to know more about your release. **This is the time to sizzle!**

ToMA= Today's Events Common Phrases Industry Topics

Think ToMA - You want to tie your headline to a theme: ToMA (Top of Mind Awareness) is key: Ask yourself "*what is happening in the world today that I can leverage in my headline?*" or "*What funny, interesting or resonant thought occurs to me that might make a killer headline?*" Then **write it 3–6 ways** to see which approach makes the most sense.

Product Name Brand+Tag Line Common Search Terms on Google

Keywords - To ensure that your press release draws the right sort of traffic from the Search Engines (eg Google and Yahoo), **make sure you have an important "keyphrase" within your headline** – and don't forget to *mention your brand or product name* as well. Leverage keywords for SEO-SEM and to enhance organic search results!

170 Characters ~20 Words 1 Keyphrase Call to Action!

Keep it Short - You have 170 characters (about 20 words) to craft a grabbing, eye-catching, **engaging title loaded with your keyphrase, brand and some action element**. When you're crafting your sample headlines, **think about how you can re-order the words to add impact while shortening the headline**.

Keep Message Consistant Message Top to Bottom FOCUS!

Tie to Body Content - A killer headline that doesn't tie to your actual summary and press release is **a waste of the reader's time...** and readers will remember that you played bait and switch. **Keep a consistent message from top to bottom and you'll build a loyal following.**