

# HOOKS & HEADLINES IN COPYWRITING

How to write better headlines for your copy.

## Rules When Writing Headlines

- **Start with the end goal:** What is the MAIN message you want to deliver in your copy?
- **Identify results:** What kind of results do you want your target market to achieve?
- **Address pain points:** What kind of pains, fears, and problems can you solve for them?
- **Understand aspirations:** What are they looking to achieve in their life?

## Hook 1: Pain/Benefit

People are attracted to pains, especially the ones they are currently experiencing. When you mention the RIGHT pain, they feel understood, which builds trust.

### How to use:

- Mention their annoying pain.
- Show the transformation or relief they'll feel after using the product/service.

Product/Service	Hook / Headline
Supplement for men	"Are you sick of always feeling exhausted by the end of the day and have no time to play with your kids and spend time with your wife?"
Fitness program	"Are you tired of losing weight only to gain it back in no time?"
Bug repellent for kids	"No more mosquito bites on your precious little one's cheeks!"

## Hook 2: Numbers & Facts

Numbers add instant credibility and make results feel tangible and real rather than arbitrary.

### How to use:

- Present a surprising stat or fact.
- Explain how your product/service addresses it.



Product/Service	Hook / Headline
Fitness program	"It took me only 30 days to get back to my original weight!"
Baby car seat	"Did you know that 30% of road accidents involve infants without car seats?"
Online fitness program	"10,000+ members have joined us in their fat loss journey"

## Hook 3: Stories

Storytelling adds authenticity and relatability. You can tell the stories of your previous customers.

### How to use:

- Briefly introduce a relatable character.
- Describe their challenge.
- Reveal how they solved it.

Product/Service	Hook / Headline
Supplement product	"Meet Alexa, our sweet 8-year-old fan who's loving the taste and benefits of our PurelyB Tiger Milk Mushroom!"
Sustainability product	"In 2018, three friends from Canada set out to eliminate plastic in camping gear. Here's how their passion turned into a revolutionary product."
Skincare/Aesthetic	"Meeting people is not one of Sarah's favorites due to her skin condition. Her self-esteem was deeply affected and eventually, she just stopped meeting her friends at all."

## Hook 4: Emotion/Feel

Focus on the emotional change they'll experience, highlighting the "before and after" states.



### How to use:

- Describe a current negative emotional state.
- Present the positive emotional state they'll feel with the product.

Product/Service	Hook / Headline
Supplement product	"Are you tired of feeling drained? Imagine having boundless energy every day - here's how to make it happen."
Co-living spaces	"Life doesn't have to be lonely as a digital nomad when you are surrounded with a like-minded community"

## Hook 5: Status/Social Proof

Using social proof, like testimonials or mentions of popularity, builds instant trust and relevancy.

### How to use:

- Show how many people are already benefiting.
- Add a specific testimonial.

Product/Service	Hook / Headline
Skincare	"Over 5,000 happy customers trust us with their skincare routine - here's why!"
Makeup	"This is my third bottle, and I haven't looked back since switching from big-brand makeup."
Silk pillowcase	"Did you know that most Hollywood celebrities have switched to this beauty tool that needs no surgery or any kinds of invasive treatment?"

## Hook 6: Comparison

Comparison hooks highlight key differentiators and position your product as a clear choice.

### How to use:



- Compare your product to the status quo.
- Highlight unique benefits.

<b>Product/Service</b>	<b>Hook / Headline</b>
<b>Physical planner</b>	“This planner vs. your phone calendar - discover why paper still wins”
<b>Eco-friendly detergent</b>	“Why our eco-friendly cleaner is better than your traditional detergent at the supermarket?”

## Hook 7: Controversy/Against the Grain

Challenge conventional thinking to create curiosity or a strong reaction.

### How to use:

- Present a controversial idea.
- Explain how your product aligns with the alternative view.

<b>Product/Service</b>	<b>Hook / Headline</b>
<b>Alternative fitness</b>	“Are we sure heavy weightlifting and cross-fit really the best option for women?”
<b>Alternative skincare</b>	“We're not about anti-aging. Discover our pro-age skincare designed to celebrate every stage.”
<b>Home security service</b>	“Why compromise your safety when you can choose a better and safer solution to your home security?”



## Final Tips for Writing Better Headlines

1. **Use power words:** Use lingo relevant to your industry. Power words for skincare might differ from those in the automotive industry.
2. **Target the right emotion:** Do research to know what the target market's problems and pain points truly are. Never assume.
3. **Keep it specific:** Avoid vague testimonials like "this product is the best." Be specific about *how* it is the best.
4. **A/B Testing:** Test variations of your hooks to see which one resonates best with your audience.
5. **Avoid overclaiming:** Don't use phrases like "life-changing" or "No. 1 in Malaysia" without having proof.

