

## HEAD TURNING HEADLINES

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Hi, I'm *Lisa*

My superpower is showing people how to make more money and have more fun.



I believe we all need to get crystal clear about what we want in this life and to take the consistent, deliberate action to make it happen.

*I believe that we get as we give.*

Use this sheet as a support tool to make your change happen. Is it easy? Heck no. But nothing worth having ever is.

I am sending you a virtual high-five for putting your hand up for change.

I started Bloom Business Development in 2009 to support real change at the micro-business level and be a part of their legacy as they turn passion into purpose + profit.


I am open-minded, tenacious, generous and encouraging with a quirky sense of humour and a love of the outdoors, Indian Cuisine, natural living and neuroscience.

**As a certified coach, educator, speaker and workshop leader, I specialize in business development coaching for service based business owners. I bring an unshakeable faith to my work, delivered with a zesty dash of intuitive motivation and a double shot of growth mindset.**

*Your time is now!*



For daily inspiration, tips and empire building motivation, follow me on Instagram @BloomLisa



# Do you want to write head turning headlines that grow your brand?

*Keep reading!*

Headlines DO make people take action to consume your content.  
Headline's DON'T need to sell; their only job is to get attention.

Here are four rules to remember when you are  
writing headlines:

1. Specific beats general every time, allow people see themselves. Are you ready to earn over \$100,000 this year? vs Do you want to make more money?
2. Questions are better than statements, they arouse curiosity. Want to reclaim your home from the bomb of clutter of having kids? vs Clutter and toys take over parents homes.
3. Problems are better than solutions, they touch on pain points. Are the changes in your skin causing worry lines? Read this. vs I have what your skin needs!!
4. Keep your headlines under 50 characters so they aren't cut off.

## TASK

Write three headlines using the styles listed on the other side of this worksheet. You can use them for your newsletter, blog post, social posts on any platform, podcast title, YouTube video title .... the list goes on!

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Rotate between the styles below.

**Stay true to your core values and your ideal client's desires and fears and have fun!**

### THE TEASE

You'll NEVER guess what I did to earn six figures ...

**WARNING:** You MUST deliver on the tease or pay the ultimate price.

### MYTH BUSTING

The giant myth 99% of people believe about "insert an issue your customers clients care about" and why believing this practically dooms you to fail.

### CURIOSITY

Should a woman speak her mind in a meeting full of men? Read this!

### FACT

2/3 of all businesses in Canada are started by women. Want to be one of them?

### AGAINST THE GRAIN

"Why trying to "insert an issue your customers / clients care about" is a waste of time and what you need to do instead that actually works."

### SPECIFICITY

17 healthy high protein plant based recipes you can make in 20 minutes or less! Swap out the specifics of this with something that works for your business.

### BOLD

The one change you can make that will transform your "insert an issue you help people with here".

### COMMON MISTAKE

If you can't "insert an issue you help people with here", then you're probably making this common mistake. **Examples of issues you help your customers / clients with OR that they care about:**

- Pronounce all the ingredients in your beauty products
- Define your one niche for your business
- Create a wait list for your services
- Transformation of love life // health // confidence // finances
- Overcome your fears and create true change in your life

Notes

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