



## How to Build an Online Audience

### Exercise: Create Great Titles for Freemiums and Email Articles

#### Step 1:

Write out your three best content ideas for an effective freemium or email newsletter article. To help spur your creativity, consider the following questions:

- What are your most contrarian, counterintuitive, or surprising teaching points?
- How can you help someone quickly solve a specific problem?
- How can you encourage someone who feels defeated or uninspired?
- Do you have an entertaining or shocking story that readers would enjoy?

Idea 1: \_\_\_\_\_

Idea 2: \_\_\_\_\_

Idea 3: \_\_\_\_\_

#### Step 2:

Examine the following 10 titles below and consider ways to turn your three ideas above into similar titles that would grab a reader's attention:

- Why Smart People Accept Unacceptable Relationships
- Why Good People Pick Bad Relationships
- Why Unhealed People Attract Unhealthy Relationships
- How Happiness Can Hurt Your Marriage
- How to Forgive When It's Hard to Forget
- How to Love When You're Out of Love
- 3 Huge Mistakes Parents Can Avoid
- 8 Must-Have Moments to Make Love Last
- Say No to Disrespect in Dating
- Do Not Obey Your Parents

#### Step 3:

Use the spaces below to write out effective titles (using 7 words or less) for your three ideas:

Title for Idea 1: \_\_\_\_\_

Title for Idea 2: \_\_\_\_\_

Title for Idea 3: \_\_\_\_\_