Headline Construction Framework

November 11, 2026
A guide to constructing advertising headlines around a clear message.

What this guide covers

- Identify the audience and core benefit.
- Explore headline structures and variations.
- Adapt headlines for a particular ad or offer.

Who this is for

For marketers writing and testing ad headlines.

Putting the ideas to use

Draft several headlines for the same offer and compare their clarity.

Book details

Format: Guide. Pages: 11. Words: 907.

Download availability: After payment, download the complete ZIP package or the included PDF separately.