



DiverseCity

THE GREATER TORONTO LEADERSHIP PROJECT

DiverseCity Voices

5 Tips for Crafting Headline Grabbers

1. Choose a topic of personal interest

What topics get raised at your dinner table? Start tracking what's top-of-mind for you and link it to something going on in the world. Alternatively, choose a current theme or event and connect it to your unique expertise or experience.

2. Be opinioned, not descriptive

This is not Wikipedia. We know you can describe a theme or topic but we want to hear your beliefs, views or attitudes about it. Keep it as simple as possible but don't be afraid to take a risk.

3. Consider a fresh angle

What is going to make someone pause to read what you have to say? Is it the same old opinion we have already heard, or is it unexpected, edgy and new? Try introducing an element of surprise.

4. Be as specific as possible – avoid generalizations

The story nuggets are most often in the details. The more concrete your opinion, the more likely it will be heard as you intended. And, statistics have their place, but stories are often stickier.

5. Add something that makes the opinion unique to you

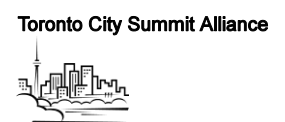
You are the only person who can write from your perspective. Show us what's unique about your lens on the world by drawing on professional expertise or personal experience as much as you are comfortable.

Questions?

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