

Headline Brief for Your Most Important Page

⌚ approx. 20 min

Module: Generating and Evaluating Headlines with AI

Type: worksheet

Task: Choose the landing page, category page, or ad with the highest traffic in your shop. Write a complete AI brief for ten headline variants covering all four required fields: target audience and problem, desired outcome, page or channel context, and tone, length, and banned terms. Then score the five strongest variants using the framework criteria: clarity, relevance, differentiation, and emotional appeal.

Work areas

- ☐ Choose the landing page, category page, or ad with the highest traffic in your shop. Write a complete AI brief for ten headline variants covering all four required fields: target audience and problem, desired outcome, page or channel context, and tone, length, and banned terms. Then score the five strongest variants using the framework criteria: clarity, relevance, differentiation, and emotional appeal.

1. Which headline in your shop is your biggest weak point right now, and why?

2. Use: 'What promise would your customers most want to take away from a specific headline?'

3. How would you decide as a team which AI-generated headline makes it into the test?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.