



Headline Writing Help Sheet

Types

Direct/Declarative

- Ex: Physical Spaces Still Shape How People Work and Connect

Interrogative/Question

- Ex: Is the Desk Still Central to Modern Work?

Imperative/Command

- Ex: Rethink How You Design Today's Workplaces

Benefit-Oriented

- Ex: Designing Human-Centered Spaces Boosts Focus and Connection

News/Informative

- Ex: Research Shows Place Matters More Than Ever in Hybrid Work

Emotional/Curiosity

- Ex: The Hidden Power of Workplaces: How Environments Shape Us

Comparative/Contrast

- Ex: Beyond Screens: What Physical Space Does That Tech Can't
- Ex: What Physical Space Does That Tech Can't

Problem/Solution, aka Tension/Release

- Ex: Struggling With Hybrid Work? Design Delivers a Helpful Fix

Creative/Figurative

- Ex: The Desk Is Dead—Long Live the Workplace

Lists/Numbered

- Ex: 5 Ways Smart Design Transforms Human-Centered Workplaces



DLR Group Target Audience

What criteria are targeted or highlighted in this content?

- Is it an industry?
- Is it a role in the organization?
- Is it the design philosophy?
- Is it the project output?
- Is it geographic location?
- Is it another element?

Checklist for Headlines + Descriptions

Headline

- What makes this headline relevant to target audience?
- Is it unique to DLR Group (role and/or value)?
- Is it specific and human-centered?
- Is it sufficiently different from other DLR Group headlines?
- Does it fit the 70-character count guideline?

Description

- Does it add context beyond the headline?
- Does it explain why the story matters (to people + DLR)?
- Does it hook the reader without hype?
- Is it sufficiently different than other descriptions for similar projects or purposes?
- Does it fit the 127-character parameters?