

A Simple 7-Step Formula For Testing Your Headlines

By Detlev Reimer

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Do you want to know a secret ? Successful entrepreneurs are not so successful because they know everything better than you. They are successful because they TEST every advertising campaign first before they are spending "big" money on effective forms of ezine ads.

Highly Recommended : Ezine Ads

Why do I only mention ezine ads, you might ask Well, placing ezine ads is the most effective form of advertising on the Internet because you can advertise exactly to your target groups.

But if you don't have a clue which of your headlines, your benefits and offers are the ones that will make you money, you might not even be able to get the money back that you have to spend on your ads.

7 Easy And Low-Cost Steps To More Effective Headlines

To be able to determine the most effective ads, you need a system. I will introduce to you one system how it can be done. Of course, there are literally hundreds of different systems that could do the job as well. But if you want to test without spending too much money, then my way of testing will be a valuable help for you.

The System Consists Of 7 Easy Steps :

1.) Write down the most important benefits of your product and concentrate on the advantages for your prospects, not your company . Just do a bit of brainstorming and see which ones immediately come into your mind.

2.) Turn them into a set of headlines (10-15) . If you sell an e-book about programming in JavaScript and one of your benefits

is that even non-programmers can understand how to do it, then tell them e.g. : "A Step-By-Step Guide Tells You Everything You Need To Know About JavaScript - If You Can Read, You Can implement JavaScript On Your Web Site !"

3.) Write 2-3 different versions of your ad copy. Focus on one or two other important benefits . Make the reader curious and excited about your offer. Your aim is to make the prospect click on your link !

4.) Create different tracking links (which lead to your sales letter)for each single ezine you want to submit your ad to. You must be able to determine exactly which ads (headlines) are successful, and where the responses come from or you will shoot in the dark.

You can use free services for this :

<http://www.hypertracker.com/> and <http://www.linkcounter.com/> are both excellent free services.

5.) Use one and the same headline for all your free ezine ad submissions and send out your free ezine ads to at least 10 ezines (you have to subscribe to them first...).

There are a lot of ezines which give you free subscriber ads if you join their mailing list. Look for publications with at least 1000 subscribers; you want to be sure that enough people really read your ads.

6.) Compare the number of clicks . Choose the most successful ezines. Now send 5-10 different headlines to be published in the next issue and one and the same ad copy to these ezines. Determine your "winner" -headlines (2-3) .

If you want to refine the success, you can take the "winner"-headlines and use the two other ad copies as well to see if the results change .

7.) By now, you should know which headlines work and you can change to paid forms of ezine advertising. Order Top Sponsor Ads and Solos in ezines with high circulation (5000+ subscribers) and use your "winner" - headlines .

If you get a lot of clicks but no sales, try changing your body copy and your price as well. Maybe your price is just too low and people think that something with such a low price can not be of any help for them. Or it is too expensive and people can not afford it.

You can find out by :

TESTING, TESTING and, you will guess it : TESTING...!

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