

The Amazing Headline That Sells More Product For You!

By Grady Smith

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Mere seconds ... that's all you have to grab your prospect and wrestle them into your sales letter. So you've got to be certain that your headline pulls some weight.

Here's a step-by-step checklist I use when creating my own headlines:

1) FIND THE BIGGEST BENEFIT, AND PROMISE IT --

The one thing that makes your product or service irresistible is what you want to announce to the world in your headline.

What does your product do for someone? What makes it stand out from the others like it? Find that big benefit and promise that the reader of your letter can receive it.

2) CREATE CURIOSITY IN YOUR HEADLINES AND SUBHEADS --

You've got to make them want it, or at least want the answer to the question you raised in their mind when reading your headline.

Let me show you a few headlines and show you WHY they build curiosity:

"Why Is AtaPlak Considered The Perfect Kitchen Appliance For Both Busy Mothers and Helper Monkeys?"

The headline above is what I like to call a HUH? Headline. Reading it, you wonder what the heck the point is. But the goal with this headline is to reach mothers and make them wonder why they're grouped with helper monkeys. The reason they're grouped this way? You'd have to read the sales letter.

“20 Minutes From Now You’ll Never Need To Mow Your Lawn Again”

Simple headline for anyone that hates the chore of cutting their grass. Tell me, if you’re one of those this letter targets, would you continue to read so you could find out how to escape this task in 20 minutes?

3) MAKE THE OFFER BELEIVABLE --

Sometimes we make outrageous statements in our headlines to really suck the prospect in. But if the reader can say, “Sure, but it won’t work for me” then we’ve lost them as a potential customer.

For example, let’s look at this headline:

“Your Dream Car Is Half Price When You Respond Today”

Let’s assume this headline was created by a car dealer that had their own financing department and could extend a loan to just about anyone. That would mean those with bad credit could probably get the car they wanted and still take advantage of this offer.

But the problem with the headline is most with credit problems would read it and feel that they wouldn’t qualify. In an instant, they set the ad aside because in their mind it’s not for them.

But to make the offer something that tells them “yes, this offer is for you”, I can just add in a few more words to the headline to create the believability needed to pull ALL of the prospects into the letter.

“Your Dream Car Is Half Price When You Respond Today -- Regardless Of Your Credit History”

Done! And now, those with bad credit will understand they’re included and they’ll dive right into the letter.

Again, for quick reference, here’s the headline checklist I use to sell more...

- 1) Make an offer for a desired benefit in the form of a promise
- 2) Use curiosity to have the prospect read deeper into your ad
- 3) Create believability that shows your prospect they’re the perfect candidate for you offer

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