

# 3 Key Reasons Why Better Headlines Mean Bigger Profits!

By Joanne L. Mason

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It's a proven marketing fact that creating better headlines is a guaranteed way to quickly and easily boost your profits. Countless marketing tests have shown that many businesses have increased their profits by as much as 1700% simply by using a better headline. In some cases this was true even with the exact same ad copy. The only difference in the profit-generating ad or sales letter was an improved headline.

Without a doubt, an attention-grabbing headline is, by far, the single most important element of any sales message that you'll ever create. A powerful headline can attract far more prospects, close more sales and dramatically increase your cash profits.

Knowing this, you'll want to be sure to spend adequate time on crafting a winning headline that really pulls in more sales.

Advertising guru, John Caples, once made this famous quote in reference to the amount of time that even he spent on creating a great headline, "I spend hours on headlines -- days if necessary. And when I get a good headline, I know that my task is nearly finished. Writing the copy can usually be done in a short time, if necessary. And that advertisement will be a good one - that is if the headline is really a "stopper".

The first step to writing great headlines is understanding the psychology behind why a great headline is so powerful. What is it about those few opening words that have the potential to either make or break your entire marketing campaign?

In this article, I'll share with you 3 key reasons for exactly why better headlines mean bigger profits.

### 1. Better headlines capture a wider audience.

By appealing to a larger audience you automatically increase your possible number of qualified leads. In the long run, marketing is merely a numbers game. Logically, when you want to start off with as many potential leads or prospects as possible you only increase your likelihood for a greater number of sales in the end.

### 2. Better headlines target a specific prospect

A good headline actually does two jobs at once. While it draws a large audience, it also targets the right prospects within that audience so that you end up only with those who are really interested in what you have to offer. You always want carefully targeted prospects. Even if they don't make a purchase right away at least you have their attention. That's half the battle already won. Just be sure to continue to keep the interest of your targeted prospects with good ad copy and the right offer you will eventually make a sale.

### 3. Better headlines inform a prospect on what to expect

Here's your big chance to make a bold promise. Offer your best benefit right up front. Immediately tell your prospect what's in it for him. That is, of course the first rule of marketing. Guru marketer Allen SAYS calls it the WIIFM rule. That's also how to use your headlines to instantly capture your prospect's attention and make him read every word of your sales letter.

Now you know at least three good reasons why it's essential that all of your marketing efforts begin with an attention-grabbing headline. The bottom line is dynamic headlines and a riveting sales messages convert into money in your bank account. Mastering this crucial skill gives you a license to make as much money as you want, any time you want! It all starts with a winning headline that instantly grabs your prospect's attention, draws them into your message and makes them eager to buy your product or service.

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