

# Your Headlines Are Your \*Salesmen\*

By Joshua Rose

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Sometimes you might feel like it's you against the world when it comes to your marketing efforts.

Not so! You actually have a whole team of salesmen floating around the web working very hard to bring you traffic and sales.

They are your \*headlines\*. They're in your ezine ads, your free reports, your viral e-books, your newsletters, your message boards, your submitted articles and everywhere else you've chosen to place them.

They are your true \*sales team\* and you would be wise to spend time with them and treat them like gold. Afterall, they're out there working for you 24/7, nomatter what you happen to be doing.

There are many different types of headlines. Here are 7 examples of the more effective:

1.) The basic "Hit 'Em With Your Best Shot" headline.

This style is real straight forward. You go with your #1 product benefit.

"Increase Your Traffic by 312% In 30 Days!"

2.)The "Drum Roll Please" headline.

This is really a \*News\* type of headline and is best used when you are announcing a new product or an effective new way of doing something.

"Introducing A Revolutionary New 3-Step Traffic Building Program!"

3.) The "Trusty Old How To" headline.

This has been a favorite for years and is still extremely effective. People are looking for information and "How to" is a natural information lead-in.

"How To Increase Your Ezine Sign-Ups By 457%!"

4.) The "This Is Your Lucky Day" headline.

This headline is used when you wish to reduce your price for a speedy response. For this to be effective, however, you must also explain \*why\* you're offering such a great deal.

"50% Off Everything In Stock! We Need To Clear Out Our Inventory To Make Room For Next Week's New Product Arrivals!"

5.) The "I Couldn't Have Said It Better Myself" headline.

This is a very powerful headline technique when you have some outstanding testimonials.

"I Made \$493 Yesterday Using Your Amazing Marketing System! I've Never Gotten Results Like This Before And I've Been Trying For 2 Years. Thanks A Million!"  
-Pat Murphy, Evanston, Illinois

6.) The "Aren't You Glad I Asked" Headline.

This is a great technique to target your marketing and draw out those most likely to need your product. To be effective, you need to know your market very well and understand how your prospects think.

"Are You Sick And Tired Of Losing Weight Only To See It Come Right Back On? Well, Here's A Simple Diet Plan Guaranteed To Take It Off ... And Keep It Off!"

7.) The "You Can't Lose" headline.

This headline style puts your guarantee front and center and builds trust and credibility.

"Simple Technique Boosts Your Sales By 266% Within 60 Days Or Your Money Back! No Questions Asked!"

Your headlines literally have the power of making or breaking your marketing efforts. So, spend some quality time building a hard working team of Internet Salesmen.

Joshua Rose is webmaster at The Internet Profit Wizards <http://www.internetprofitwizards.com>, a site devoted to the three mandatory skills necessary for internet success: Copywriting that sells, a thriving ezine and effective

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