

# Headlines: 8 Deadly Recipes For Creating And Writing Them

By Keir Smith

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Keir Smith  
keirsmith2000@yahoo.com

mlbusiness <http://www.mlbusiness.com>

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Are you still stuck in the  
mud when it comes to writing  
headlines for your products?

Okay think about this for a moment.

The top copy-writers all have one tool  
that they all use, no matter what they  
are writing about, to create magnificent  
headlines time after time.

Likewise they generally like to keep it a  
secret among only other top copy-writers.

But today...I'm here to inform you that I know  
their secret and I will share it with you  
write now!

Ok..grab a pen or pencil..or place this article  
somewhere and do not loose it.

Their secret is that they use at least 8  
different styles to create their headlines.

Surely you didn't think they just created  
this headlines out of the thin air did you?

Well..here are the different styles:

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## 1. Simple:

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To use this style simply write your #1 benefit up front.

Ex: "40% off all store items until July 30!"

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## 2. How-to-Headline

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This is my favorite style to write.

This style is used for how to products a lot because it gets right to the point.

Ex:

How to earn up to \$1749.95 a single day quickly and easy using our wealth creation system that even creates wealth while you sleep!

This is a great way to get over the writing hump if you are having trouble getting started.

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## 3. Discount Headline

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This headline is exactly what it sounds like.... It is the announcement of a sales discount. People love sales and this is where you give it to them.

Whenever you write one of these always tell why you are giving them such an awesome deal.

Be honest.

Ex: 50% off everything in stock....we need to clear out our 2002 inventory to make room for the 2003's

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## 4. News Headline

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This headline is used for a new product or a revolutionary new way of doing things.

I also use it for advertising in newspapers because it features a news feel to it.

Ex: Announcing: New surefire 10 step secret system for writing sales letters.

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## 5. Guarantee Headline

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Simply put your guarantee or offer right up front.

Ex: 100% Guaranteed way to relieve your headaches right now!

Doing this will often increase your headlines response.

You can also put your guarantee at the end of your headline also.

Ex: If your not completely satisfied with our product then you can get your money no questions asked!

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## 6. Testimonial Headline

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This headline is used when you have a powerful testimonial for your product or service.

Then you can use it for your headline.

I also like to use them in combination with other headlines also.

Ex: I have made up to \$1760.00 on one day using your incredible system. And have made over \$1000 a week for months. The other programs I have tried only took my money..but your system truly has helped me achieve financial freedom" "Thanks Keir"  
Mike Thompson Fargo North Dakota.

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## 7. Question Headline

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One of the best ways to target your market and to pull out your prospects thoughts is to ask a very targeted question.

Ex: "Are you tired of barely making ends meet, week after week and year after year. Have you joined dozens of mlm opportunities, but have never received a check. Well I will 100% absolutely guarantee that you will receive a check in 9- days or your money back no questions asked"

If you are a member of this targeted group then this headline will hit you like a ton of bricks.

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8. Problem and Solution Headline  
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This type of headline can be EXTREMELY powerful.

You use it to shake your prospects out of their comfort zones and make them feel the pain of their situation. Then give them your answer.

Show them their painful situation..then show them how easy it is to receive your solution to the problem.

Here is a short list of peoples fears:  
People fear losing, losing sex appeal, losing friends, losing youth, losing money, losing health, losing jobs, losing family, or losing their home.

Ex: If you were to lose your job next week...  
where will your family be in a month from now?  
Here is a 100% guaranteed way to develop a second income in only 5 hours a week.

Well there you go.

Just some of the secrets that SUCCESSFUL copy-writers use to create eye opening headlines.

Now mind you there are 14 more headline types that can be used to create even more powerful headlines,

but I think it's fair to say that this should help get you started for now..

Wouldn't you?

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Creator of "Do you know  
the 7 Motivational Buying  
laws that can keep your sales  
sky rocketing every day"  
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