

Headlines

By Norman Williams

Headlines

Norman Williams
mcheck@cityisp.net

BIG MONEY PUBLISHING
<http://>

How To Get Rich and Famous
Writing Headlines That Sell!

By Norm Williams

The secret of writing advertising that sells is to write headlines that get attention. Sure pictures and art work will get noticed but it is the headline that gets the reader to read the copy. A funny cartoon will attract attention but it is words that get read.

Joe Karbro's headline, "The Lazy Man's Way To Riches" sold over 500,000 of his little book at \$10 a copy. Thousands of newspapers ran his full page ads with this headline. These ads earned Joe Karbro over ten million dollars. The ads only had copy, not a single picture.

Karbro's ad copy began with, "I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less-a lot less."

These ads had long copy with - 900 words. Short sentences. Short paragraphs. A long list of benefits. Proof that his method worked. A sworn statement. A money back guarantee. Joe Karbro's ad earned millions of dollars.

"How To Win Friends And Influence People" is the title of a book that also sold millions of copies. "Nothing Down!" was the title of Robert Allan's book that also sold millions of copies.

"Do You Make These Mistakes In English?" was a headline that ran for years bringing requests for a free booklet. Maxwell Sackheim wrote that headline and Maxwell started the "Book Of The Month Club" that sold millions of books.

I talked with Maxwell Sackheim in his

Florida office. I asked him what the secret of his success was and he replied that it was because he had a lot of really great help. Maxwell gave me a signed copy of his book, "My 60 Years In Advertising." My wife's aunt Milly typed the manuscript for the book.

Great headlines often make big promises. "Get Rid Of Your Money Problems Once And For All." "10 Ways To Beat The High Cost Of Living." "13 Sure Fire Roads To Riches." "How To Achieve Total Financial Freedom." "How To Get Rid Of An Inferiority Complex." "Learn How To Erase Bad Credit."

If you make an offer in the headline that cannot be refused then your copy will be read. Once you write a great headline the copy almost writes itself. The ad copy has only to follow the lead of the headline and tell the rest of the story.

Be certain to write enough copy to sell the product. A half sold prospect will never buy anything. If your headline makes a big promise then the reader will read every word that follows to find the details of the offer. The copy convinces the reader that your offer is what he wants. The headline gets his attention and the following copy assures the prospect that what you offer is a good deal that he wants.

When the reader begins to desire the product then you can close with shipping details, payment choices that will complete the sale.

John Caples, vice president of Batten, Barton, Durstine & Osborn Advertising Agency, writes: "If you have a good headline, you have a good ad. Any competent writer can write the copy."

When John Caples was a cub copywriter he was given a layout with the headline already written and told to fill in the space. Not long after that he was assigned to write the entire ad and he wrote the headline, "They Laughed When I Sat Down To Play The Piano." This ad produced many sales and was rerun many times. John was then allowed to join the experienced copywriters and was then allowed to write both headlines and copy.

~~~~~

Norman Williams, copywriter and artist in Florida at [cknorm@ij.net](mailto:cknorm@ij.net) - You can subscribe to my newsletter called "BIG MONEY PUBLISHING" by sending me an Email letter with subscribe in the subject. It is a unique and different newsletter about people, not about products, stuff, hype and baloney. Norm Williams, [cknorm@ij.net](mailto:cknorm@ij.net) click here: <mailto:cknorm@ij.net?subject=subscribe>

~~~~~

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)