

9 Tips for Headlines that Grab

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When you sell anything the headline is probably the most important part of a sales letter and the part that you **MUST** get right. Whether it is in an e-mail, in a printed ad, or on a billboard - the same principles **ALWAYS** apply.

It takes time to learn how to write a good headline, but these tips may help, along with some fictional products.

- * The goal is to get the prospects attention with your headline. It must, in a line or two, sum up your offer. You are **NOT** trying to sell anything at this point - it is purely to get someone to read the rest of your copy.
- * Appeal to the prospects emotions. State benefits more than features. Make sure you use the golden rules of advertising at the start and state a problem and offer a solution. For example "Fuel bills rising? This fuel-saver can save you 52%!"
- * Another way to start is by offering something for free. **FREE** is a powerful word, so use it wisely!
- * Make the prospect think that this item/service is invaluable to them. Make them wonder how they could ever have lived without it. "Have you experienced the power of the Wonder Mop yet?"
- * Some headlines pretend to be news reports. E.g "Revolutionary new discovery wipes floors in half the time!"
- * Another staple headline is the simple how-to, "How-to cut your fuel bills by over 53%"
- * Note that the figures in the headlines mentioned are not

"half" but more specific. Specifics work better than generalities.

- * There is a lot of talk of "power-words" in some ad-writing reports. They don't really exist but words such as "Astounding!" "Secret" "Confidential" "Succeed" etc. can help. Basically, any word that conveys a strong emotion is a power word, along with words that make you think you are in on a secret.
- * As long as you surprise, shock, scare or inspire someone with good use of language you can't go wrong. Study ads and headlines wherever you are, from newspapers to billboards to TV to Radio.

The headline is the most important part of your ad. Spend time getting it right - and track your ads. Find out how many people click a link or give their names to each ad you run and re-use the ones that work best! Always track and test.

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