

Without a Headline - You have Nothing

By Teresa King

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Tips for Top <http://www.tipsfortop.com>

Headlines start with things you see almost every day in your life such as:

Man walks on the Moon!

Heroic Dog Saves his Owner!

Aliens Spotted on South Shore!

These kinds of Advertisements are your leaders. If you cannot write an Ad that draws attention, you are stopped without even starting your advertisement campaign.

So, let's talk about Advertisements:

OLD steady rules called AIDA which are needed.

1. ATTENTION - you need to get your reader's attention
2. INTEREST - you must develop the reader's interest
3. DESIRE - you must build the reader's desire
4. ACTION - You need to prompt your reader to action

Examples:

Boy in New York City Attacked by Wolves! (HUH? What is this! - New York - How can that be?) The reader is curious, interested, has a desire to find out and continues to read! AIDA formula works.

The article might say something like this - "Chad Marky was attacked by Wolves while camping with his parents in Arizona. He was shipped to our New York City Emergency Children's hospital yesterday afternoon and is in critical condition..."

It doesn't really matter. What mattered was that you forked out money to buy the newspaper or you picked up the newspaper to read the article and now have the newspaper in your hands, getting it much closer to you until you actually purchase it and make it your own.

However, that is just newspaper headlines. You are selling products or services on the net. Your Ads must be something catchy, and your advertisement must keep the reader reading and interested all the way to the checkout stand.

There are several words that are important in net marketing. The rules are not to benefit you the seller but the buyer. The words must benefit the buyer. They must shout out to the buyer to come see what you have.

These words are necessary:

"how, why, new, you, your, now, who, people, want, easy, simple, money and Free."

Such as :

Why does your back ache?

Free - Doctor's new secret report here!

What the Doctors Don't Tell You.

How much more Money do You need?

Free Report to Help Improve your Business!

Once you get their attention you must keep it. That is not the Headliners Job.. It is the sales copy job. Remember that and you will find writing headlines are a lot easier that you think. The headline does not sell. The headline leads a person to what you are selling.

Then after you have kept their interest, you must continue by telling them how to order. Keep it easy and painless for them.

Some potential trouble making words with your prospects:

"Get Rich" - uh huh? It's a bit stagnant and old. How about a potential money maker - or get paid what you are worth!

"I'm involved with" (who cares?)

"Changed my Life, Awesome, Miraculous, Exciting"
----- OVERKILL -- and hyped up! How about intriguing, interesting - potential -

So, let's write some ads!

And then follow up on them by helping our prospects with an easy way to order.

I will pick something unusual and slightly hard to sell.

We will sell used coffee tables with stains on them.

Coffee Table Prices Slashed - only two days left on this Sale!

"You will love these tables which will enhance your home. The slight damage will take only minutes to repair. No one will know the difference unless you want to brag about the bargain you are getting.

These tables sold new for \$150.00 and were used as models throughout our stores to show off our inventory. Now in the next 48 hours we are clearing them out for the bargain price of only \$39.95! Hurry and place your order now. Within just a few days you will have a coffee table to show off to your company.

We back our products - Money back guaranteed if you are not completely satisfied.

Click here for easy ordering. We accept Checks, Master Card, Visa, Discover and American Express."

SOLD! OUT!

Why? We discussed how the bargain would or could benefit them. We made it essential that they get them before there isn't any left and we made it easy to order.

Never mind the slight damage that is easy to repair :) For we have given them a money back guarantee.

Guarantee is one of the most impressive words in selling . The rates of returns are small. Most people don't want to package things back up and send them back - even when unsatisfied. So for the few that do, we give them our guarantee as promised.

Think about it. How often do you return things?

So a guarantee is essential.

Okay, let's write some headlines for a Business Venture:

Make Money on What you Buy Anyway! Hmmm, many mlm's fall in this category. Any program where you need to buy products

each month to meet your criteria.

Are you a Net Marketer that wants to make Money?

An Easy Business Venture is waiting for you!

Take that Job and Shove it! (Rather crude, but it gets the point across)

Your Financial Future is just an Easy Click Away!

Finally! A Net Business that pays you what you are worth!

That is enough headlines. You get the idea. Grab their attention, then after that you are on your own to keep their attention.

One very important hint is save Advertisements that made you click on them and then read them carefully for what was interesting about them. How did those Ads benefit you?

Writing has many things to think about especially a web page that you are using for selling. Make the print clear and precise. Keep your paragraphs short - put some darkened words for people who scan for points.

Don't show off your vocabulary, yet do not talk down to your readers. Make things easy. Lead your prospects by the hand. And, should you talk with them or even exchange e-mail, listen to their concerns. Don't argue with them. Compliment them for bringing up their protests.

Good luck with your business!

Teresa King -

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