

The Ugly Side Of Internet Marketing, What The Gurus Won't Tell You!

By Al Martinovic

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Did that headline grab your attention?

I have experimented with many different headlines on my sites and found that you can take the same sales letter yet your sales will increase or decrease depending on the headline you are using.

That's nothing to sneeze at! Your headline can literally make or break your advertising campaign.

The headline is the most important part of any sales letter. It has to grab your prospects attention by dangling the proverbial carrot in front of them to suck them into your main sales copy. It literally is like an ad for your main ad.

The key to writing headlines for a particular sales letter is to write down as many as you can. Try different variations and combinations until you find the one you like best.

Then test, test and test some more! Just the addition of one or two more words in a headline can literally skyrocket your sales. Keep testing until you've created a headline more powerful than a vacuum cleaner!

What I also like to do is to keep a swap file of the headlines I like. I pay attention to headlines in newspapers, magazines and especially the tabloids and when I find one I like I put it in my swap file.

I don't copy the headline word for word but instead I create a fill in the blank approach for future use.

For example I came across a headline that read:

The ugly side of beef, what health officials won't tell you!

That headline really caught my attention. So I put it in my swap file as:

The ugly side of ____, what ____ won't tell you!

I can then fill in the blanks for whatever purpose that headline may suit me for future use, which then becomes the title of this article:

The Ugly Side Of Internet Marketing, What The Gurus Won't Tell You!

Creating a swap file of good headlines can do wonders for your bottom line so start focusing on headline writing today!

You will find that headlines are important in almost every online endeavor you are embarking on...from websites, to emails, to classified ads, to article writing, to pay per click search listings and more...

Do not underestimate the power of a headline!

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