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7 Tips For Killer Headlines!

By Wild Bill Montgomery

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As with good ad copy, all successful headlines are written by following and using specific formulas. Where do you get these formulas you ask? I'll get to that in a moment. First you must have the information you need to apply to these formulas. This knowledge base is the result of passing information compiled and researched from past advertising campaigns, and correctly applying this information to the following formulas in future headlines. This "passing of information" is a continual process, passed on from campaign to campaign. Each time extracting what you learned from the campaign before. If you fail to document past successes and failures, you would be writing your headlines on nothing more than a "trial and error" basis.

Since you as the reader and marketer can be from any one of a million different business categories, I will list several different possible formulas and hopefully finding the one that applies to you. If you cannot find one that applies directly to your business, they may still help in your "Headline Writing Skills".

Although having a successful headline is 75% of your goal, you still must have good copy to go with it. But today we are focusing on the headline portion. If you don't have a killer headline, your copy, no matter how good or bad, will never be seen.

Headlines are used to get a direct response from your reader. You are trying to invoke a "snake bite" like reaction. You either grab them or you don't. In writing direct response Headlines you are not trying to build a relationship or bond with your reader. You want their attention no matter how much their brain is saying to their eyes, "don't stop", you must beat the brain at it's own game. You must say it that much louder and be that

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much more convincing, "STOP", "LOOK AT ME"!

Ok, I'm going to give you some well known "eye stopping" headline techniques.

1) Power Words

For a reference list of the best Power Words check

Power Words are your most important factor in writing Headlines. Without "Power Words" and "Power Phrases" you have little chance of headline

survival.

2) Testimonials in Headlines:

"I was down to my last cent, but now I'm making \$1000 a week"

"This is how I became a successful in Direct Marketing"

"I needed extra money, now I'm making more than I ever expected"

3) "Testing Your Reader"

Vanity and Superiority are strong marketing and sales tools. Testing is but one use of these universal qualities:

"Pass this test to qualify"

"Can you pass this Small Business Survival Test?"

"If you pass this test, your dreams can come true"

4) "One and Two Word Headlines are Attention Grabbers!"

Examples of one-words:

MONEY

FREE

CASH

OPPORTUNITIES

HOMEWORKERS

EARN

SUCCESS

PROFITS

Examples of two-words:

MONEY MAKERS

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FREE SAMPLE
INSTANT CASH
UNLIMITED OPPORTUNITIES
HOME WORKERS WANTED
EARN MORE
SUCCEED NOW
INSTANT PROFITS

5) The "Don't Buy" Technique

This headline is effective because you are telling the reader something their eyes don't expect to see. Don't Buy?

"Don't waste your money, Read This Report First"
"Don't buy, until you have seen our prices"
"Don't spend money needlessly. Get The Facts First"

6) Speak to the Reader, not at the Reader

"I'll train you to be a success"
"If you follow my program, I'll help you to success"
"They thought I was crazy, after reading this, will you"

7) Specific Targeting

"Attention: Stay at home mothers"
"To Part-Time workers who want to supplement their income"
"Bread winners, coming up short lately? We can help you"

What I have shown you here are the top Headline Writing Techniques, all of which have worked for me in the past. I didn't give this word it's due credit above. Do you know the all time, unbeatable, never-ending winner of headline grabbers? I'll bet you do. Of course it's the Super Power Word "FREE". This one Power Word is rightly known as the most powerful headline word past, present and future.

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Creating Killer Headlines

By David Seitz

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Having trouble creating ads that pull? Fear not, with a little smart thinking you will be on your way to writing killer headlines.

Pick up a few back issues of your favorite newspaper, magazine, periodical, etc. and take notice of the advertising sections. Take note of which ads appear most often and repeatedly. Notice the headlines? I bet some are similar and contain at least one of the following words:

FREE, NOW, HURRY, LIMITED TIME, HOW TO, YOUR

These are powerful words to use in your marketing. Do you know why ads all over contain one or more of these powerful words? Because they stop readers in their tracks, they create a reaction, simply put, they SELL!

Use them in all your headlines and watch the response to your marketing. I bet you'll be in for a surprise. It's not hard to create killer headlines just fill in the blanks.

* Get your FREE report: HOW TO GET A _____ FOR FREE

* FOR A LIMITED TIME YOU CAN GET A FREE _____

* QUICKLY boost YOUR sales with a FREE _____

* LEARN HOW TO INCREASE YOUR SALES WITH OUR FREE _____

* HOW TO GROW MORE _____ WITH OUR FREE REPORT

Get the idea, try writing a page full of headlines, walk away take a break then go back and revise the ones you like. Show a few of your friends, associates, partners, etc. Narrow it down to 5 and start testing them. The ones that work? Don't touch! You just created a killer headline. Work it until it runs dry, if it's really killer you may find you can use it week after week and generate similar results.

The reason you see the same ads over and over is due to the simple fact that "THEY ARE WORKING"!

David Seitz – CEO Virtual Imagination Inc. Published by: Virtual Imagination Inc. Brought to you by The

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