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A Simple 7–Step Formula For Testing Your Headlines

By Detlev Reimer

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Do you want to know a secret ? Successful entrepreneurs are not so successful because they know everything better than you. They are successful because they TEST every advertising campaign first before they are spending "big" money on effective forms of ezine ads.

Highly Recommended : Ezine Ads

Why do I only mention ezine ads, you might ask Well, placing ezine ads is the most effective form of advertising on the Internet because you can advertise exactly to your target groups.

But if you don't have a clue which of your headlines, your benefits and offers are the ones that will make you money, you might not even be able to get the money back that you have to spend on your ads.

7 Easy And Low–Cost Steps To More Effective Headlines

To be able to determine the most effective ads, you need a system. I will introduce to you one system how it can be done. Of course, there are literally hundreds of different systems that could do the job as well. But if you want to test without spending too much money, then my way of testing will be a valuable help for you.

The System Consists Of 7 Easy Steps :

1.) Write down the most important benefits of your product and concentrate on the advantages for your prospects, not your

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company . Just do a bit of brainstorming and see which ones immediately come into your mind.

2.) Turn them into a set of headlines (10–15) . If you sell an e–book about programming in JavaScript and one of your benefits is that even non–programmers can understand how to do it, then tell them e.g. :

"A Step–By–Step Guide Tells You Everything You Need To Know About JavaScript – If You Can Read, You Can Implement Java–Script On Your Web Site ! "

3.) Write 2–3 different versions of your ad copy. Focus on one or two other important benefits . Make the reader curious and excited about your offer. Your aim is to make the prospect click on your link !

4.) Create different tracking links (which lead to your sales letter) for each single ezine you want to submit your ad to. You must be able to determine exactly which ads (headlines) are successful, and where the responses come from or you will shoot in the dark.

You can use free services for this : <http://www.hypertracker.com/> and <http://www.linkcounter.com/> are both excellent free services.

5.) Use one and the same headline for all your free ezine ad submissions and send out your free ezine ads to at least 10 ezines (you have to subscribe to them first...) .

There are a lot of ezines which give you free subscriber ads if you join their mailing list. Look for publications with at least 1000 subscribers; you want to be sure that enough people really read your ads.

6.) Compare the number of clicks . Choose the most successful ezines. Now send 5–10 different headlines to be published in the next issue and one and the same ad copy to these ezines. Determine your "winner" –headlines (2–3) .

If you want to refine the success, you can take the "winner"–headlines and use the two other ad copies as well to see if the results change .

7.) By now, you should know which headlines work and you can change to paid forms of ezine advertising. Order Top

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Sponsor Ads and Solos in ezines with high circulation (5000+ subscribers) and use your "winner" – headlines .

If you get a lot of clicks but no sales, try changing your body copy and your price as well. Maybe your price is just too low and people think that something with such a low price can not be of any help for them. Or it is too expensive and people can not afford it.

You can find out by :

TESTING, TESTING and, you will guess it : TESTING...!

Article by Detlev Reimer. Feel free to use the article with these bylines included. Detlev has just finished creating his first product, a database program for Internet marketers which will help you to save and organize e.g. your advertising, customer and contact data. For further details, please visit : <http://www.promobuddy.com/> . Sign up for his newsletter at <http://www.internetmarketing–success.com/>

How to GUARANTEE your headline will pull like a MAGNET

By Chuck Crawley

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Here is a little insider technique that will Guarantee that your headlines will attract your target audience like a magnet.

Hopefully you are reading this article because the headline attracted your attention. I'm sure that you have seen a lot of information on headlines. Why, because they are the single most important element of your marketing. Just think about it. Whether you are marketing in the search engines, email, WebPages, discussion groups you name it, your headlines are the magnets that forces people to read your *stuff*.

Now, a Killer headline can increase your response rates exponentially. So how do you create a killer headline? Well, it is really quite simple – testing, testing, and testing. Your testing arena will be your target market. They will tell you which headlines they like based on how often they response to a specific headline. There is NO OTHER way to know for sure.

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This is where testing can help you to determine which headline will increase your response rate and your bottom-line (of course you will also need to test your ads and sales letters) but your headline is what brings them thru the door.

Banner exchanges have lost their pulling power over the last year or so mainly because people have gotten used to seeing them and now they really *don't* see them like the days of old. However, banner exchanges are great vehicles for testing your headlines.

With most banner exchanges you can target your headline plus determine the response based on the click-through rate. This is the optimum testing ground for determining which of our headlines is a winner. Let the banner exchange network tell you what they like by tracking the click-through. You might not generate any sales but you will surely determine which headline will become your *magnet*.

Just convert three of your headlines into "gif" files using the recommendation of the banner exchange system and let the system work for you. I recommend using the Link Exchange

paid guaranteed views program that cost you \$50 for 5000 views. You can change your banner after 1500 views to a new headline "gif" and track three headlines for your \$50 investment.

This is a fairly inexpensive way to determine the best headline to use for your product or service. A Guaranteed winner!

The URL for this service is at:

<http://store.bcentral.com>

OR

Once you get there, just click on the Link Exchange graphic to get all of the details.

Just remember, Killer headlines aren't CREATED they are DERIVED.



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