

Create your headline to DRAW the OPTIMUM results.



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By Chuck Crawley

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We all know that your ad headline's main purpose is to
GET ATTENTION.

The question then is WHY?

Why are you trying to get my attention?

Is it because you want me to buy something from you or
you just want to get my email address, telephone number
or address for further followup?

You should know the answer to these questions BEFORE you
write your headlines. The ANSWER can help determine the
response that you get.

Don't you want to get the OPTIMUM results from your
headlines?

Optimum– the best or most favorable condition
for obtaining a given result.

Structure your headline to get the most favorable result.

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Here are a few examples of how you can create your headlines to target two given results (Sales and Sales Leads).

Targeted Sales Headlines

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"Has YOUR computer FAILED you lately?"

"Are YOU still drinking polluted Water?"

These headlines will *DRAW* highly targeted responses for computers and Water purification products.

Leads Generation Headlines

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"Free Gift worth \$50, get yours today!"

"Free E-book, Learn how YOU can create wealth NOW!"

These headlines are great lead generators.

Knowing WHY you want to get my attention before you write your headlines can help you get what you WANT from the ads that you WRITE.

5 Things You Must Do If You Want To Create Optimum Health

By Rino Soriano

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1. Make the decision that you will create an optimum state of health

Most people want to feel better than they currently do, however, they never truly decide that this will be one of their goals

You must CHOOSE to create optimum health before you can achieve this level of health.

2. Be Committed To Create Optimum Health

Once you make the decision to create an optimum state of health, then you must commit to this decision because there will be plenty of temptations that can easily knock you off track.

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Always keep your vision of optimum health in your consciousness and you will succeed!

3. You Must Formulate a Structured Health Plan To Help You Create Optimum Health

To create an optimum state of health you need a game plan to follow or health strategies that will help you toward your goal.

Just like a roadmap helps you to arrive at your desired destination, so too will a health plan help you toward your desired health level.

4. Stay Focused on Your Goal and Maintain Your Course

Once you are on your path to creating optimum health, you need to stay the course. Getting off course will delay your progress.

You wouldn't get off the main road if it was the only one leading to your destination would you?

5. Monitor Your Results & Adjust If Necessary

Monitor how far you have come from time to time. If you feel

that something is not benefitting you then omit it from your plan.

Likewise, if something is really benefitting you, then stick with it.

Just always make sure you are monitoring your results and adjust if you feel so. Also make sure to pat yourself on the back when you accomplish one of your health goals.

Optimum health is everyone's birthright, however, you must choose to create this level of health. No one else can make sure you eat right and exercise and treat your body as the temple it is.

Only you can put substances into your body and only you can make decisions that will impact your health.

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If you want optimum health then you must follow habits that create optimum health. You get what you give. If you give your body low nutritious food then you will get back what you put in.

If you eat healthy and love your body then you will experience great health.

To Your Health,

Rino Soriano

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Holistic Wellness Consultant, Health Coach. Rino has studied Naturopathy for over 6 years. Rino had chronic fatigue syndrome for over 4 years and healed himself with holistic health strategies. His first book "How To Create & Maintain Optimum Health For Life" is a must see for anyone who is serious about feeling the best they can. Rino has received great feedback from this book: <http://www.healthsecretsneverbeforerevealed.com>

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