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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

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 Helping Hand Internet Marketing Newsletter. <http://www.helpinghand-newsletter.com> grab your free subscription now: <mailto:subscribe@associatesearch.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.

This is where testing can help you to determine which headline will increase your response rate and your bottom–line

Creating Killer Headlines

(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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