

Does this Headline "Grab" Your Attention?

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Does this Headline "Grab" Your Attention?

By David McKenzie

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If you are reading this first sentence then the answer is yes.

You see, the objective of the headline is to get the reader to keep reading.

Whether it's an article, a sales letter, an ezine ad or just the subject heading in an email, the objective of the headline is to get the reader to read more than just the headline. To read the next 'bit'.

So what makes this headline an attention grabber?

Let's look at 4 points within this headline that makes it "grab" the readers attention.

1. Ask a Question

If you ask a question in your headline then the reader is inclined to want to answer the question themselves. The reader is intrigued. This prompts the reader to read on. Asking a question is one of the best ways to 'grab' the attention.

2. Use Inverted Commas

Use inverted commas around a single word as I have done, or around a group of words or the whole headline. The inverted commas themselves actually highlight something that the reader can latch on to. If you had 10 headlines and 1 had inverted commas around it, then it's more likely it would be the most

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read headline.

There is another benefit to using inverted commas around the whole headline. It often means that in an alphabetical list of headlines you will be near the top. This is because inverted commas come before the letter "A".

3. Capitalize the First Letter of Each Major Word in the Headline

Capitalizing each `major' word in the headline grabs the readers attention. However do not capitalize every word. Do not

capitalize words such as `a', `the', `of', `to', `on', `in' and `an' unless they are the first word of the headline. It's just not necessary.

Take a look at the `headline' above for point 3. The words `the', `of' and `in' are not capitalized. Let's see what this headline would look like if they were:

Capitalize The First Letter Of Each Major Word In The Headline

It just does not impress as much. There is no distinction between the words. The `major' words do not stand out as much.

However, in the headline under point 3 the following groups of words stand out more because they are separated by the not so important words:

Capitalize

First Letter

Each Major Word

Headline

4. Use powerful words

"Grab" is a powerful word. So is "Free". Even "Powerful" is a powerful word for that matter. Try and have at least 1 and maybe 2 powerful words in your headline. These powerful words will draw in the readers attention and prompt them to keep reading.

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Use these 4 techniques to help you write better headlines. Get the headline wrong and there is no use writing the article, the ezine ad or the sales letter.

Get the headline right and you are half way to making the sale or obtaining a new ezine subscriber.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course
<http://www.brisney.com/how-to-write-free-articles.htm>

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

By Al Martinovic

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!

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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!

Get this article by autoresponder! Send a blank email to

Al Martinovic is the publisher of the Millenium Marketers Newsletter which helps ordinary people such as yourself achieve extraordinary things. Subscribe FR^E today and get 2 FR^E bonuses!

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

80% of All Advertising Is Wasted Due To This Common Mistake

How To Write Good Headlines

"How To Make Your Headlines Sell"

How important are headlines?

14 Profitable eBooks

eWhiz Ad Creator

Ebook cover Software

Power Profits Autoresponder Course

PDF Labelling and Stamper Pro

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