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## Generate Headlines and Ad Copy that Sells

By Jill Black

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The main aim of all sales advertising is to get people to read your through ad and while reading to say \*yes\* often enough so that they naturally take action to...

(a) Enquire for more information (if this is your goal)

or

(b) To purchase the product

And it all starts with the headline...

People decide to read your ad, or not, because of the headline and you have approximately three seconds to capture the reader's attention. As Jay Conrad Levinson says in his book "Guerrilla Marketing Excellence" Do it then or not at all."

With this in mind a headline must gain the attention of the reader and establish the uppermost benefit as to why your product or service provides the answer to a problem the reader is seeking a solution for. Chances are this is what attracted you to the title of this article, maybe sales are not going as well as you would like, or you are in the process of learning how to write better ads and copy for your business,

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or simply just curious to see what I had to say on the subject...

The reader should not have to try to figure out what it is you are trying to sell or how your information can help THEM. A quick glance at your headline and the first two sentences of your copy should quickly inform the reader if your product or service are what they require.

Start by taking the time to sit down and honestly ask yourself ... what are the greatest benefits you

would like your product or service to provide for your customer? Then incorporate as many of these answers into your first fifty to sixty words so the reader will be excited enough to read the rest of your copy. This is crucial because the best headline in the world will not help if your reader has lost interest within the first few lines.

Often establishing the benefits and offering a solution to the readers problems will also establish a headline that draws the reader into wanting to read what you have to say.

If your ads still do not draw a response after a period of time it may mean taking a closer look the product or service you are offering...

One of the biggest mistakes that many people make, and where many businesses go wrong according to Bradley J Sugars author of "Cash, Customers and Ads That Sell" is simply because – "Many people try to advertise what they make, rather than making what they advertise... in other words they don't tailor their products and services to the marketplace. If there isn't a market for your products, the best advertising in the world can't help you out – you can't sell the unsellable"

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entrepreneurial home business writers at: <http://www.netwrite-publish.com> If you would like to receive articles like this on a regular basis subscribe to "ebiz publisher" at: [ebiz-publisher-subscribe@yahoogroups.com](mailto:ebiz-publisher-subscribe@yahoogroups.com)

## **Progressive Headlines Guide Customers To Buy**

**By Karon Thackston**

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<http://www.learn-copywriting.com>

Headlines are, without a doubt, one of the most important elements in copywriting. As has been said countless times before, if you don't get your readers' attention with the headline, the chance of them reading your copy is virtually none. But headlines (and sub-headlines) play a vital part in the copywriting process for other reasons, too.

Whether we, as copywriters, like it or not, the fact is most people will not read all the copy word for word. Headlines can help fill in the blanks in several ways so "skimmers" still get the gist of the information included in the copy.

#### Headlines Outline the Benefits

Using headlines and sub-heads that state benefits about your product/service can be a powerful strategy. Using wireless home networking for example, you might create headlines and sub-heads that read:

- Work From Anywhere In Your Home
- No More Jumbled Cables Strung Everywhere
- Have Multiple Computers Online At The Same Time
- Make All The Computer Users In Your Home Happy

Even if the customer didn't read the copy included in between these heads and sub-heads, they would still be made aware of all the benefits of having a wireless home network.

#### Headlines Give An Overview

Depending on the type of copy you're writing, headlines can help to urge your customers to read further. In fact, in long-form copy, headlines should create their own sub-set of copy. If you read just the headlines, they should make sense all by themselves. For example, copy about a new book on how to start your own business might use the following headlines.

**New Book Takes You Step-by-Step Through Starting Your Own Business**

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An introduction would go here as well as copy designed to gain the attention of the reader.

Starting A Business Is Easier Than Ever

Continue with the copy here.

The Little Known Secrets In This Book Will Show You How

More copy here.

See? As you read through the headlines and sub-headlines they make sense even without any copy. This serves to give an overview of the information to those customers who may not read every word of the copy you've written. If they read just the headlines and sub-heads, they'll still understand what you're offering.

Headlines Can Raise Curiosity

Make a statement that's so unusual it doesn't make sense. Create "cliff-hangers" with your headlines and only give so much information before stopping. When you use these and other interest builders, you can encourage customers to read further into your copy just to satisfy their curiosity. Using natural gardening products as our example, the headlines and sub-heads often look like this:

- My Roses Are Bursting With Blossoms Since I Stopped Watering Them
- My Prize-Winning Tulips Would Wither Up and Die If It Weren't for...
- Which Annual Blooms Twice As Big When You Give It A Beer/Shampoo Cocktail?

These statements make you think. They start the reader wondering so that he/she continues to read on to get the rest of the story.

When creating headlines in your copy, think about how they all work together. Instead of just plopping bolded words in between paragraphs, create a plan revolving around progressive headlines that can lead your readers to buy.

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