

## HOW TO CREATE A CAPTIVATING HEADLINE

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## HOW TO CREATE A CAPTIVATING HEADLINE

By Bob Leduc

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You're reading this article because the headline captured your attention. It sparked your desire to know more about creating headlines. That's the mission of an effective headline. It captures the reader's attention and provides a compelling reason to read whatever follows.

The headline is the most important part of any ad or sales letter. It determines whether or not people will read your message. You may have the best written copy in the world but you've wasted your time if your headline doesn't excite readers enough to read your message.

Here are some examples of effective headlines I found in the classified ad section of a popular website:

1. Lose 15 Pounds In 30 Days... And Keep It Off
2. Submit Your Ad To 200 Websites With 1 Mouse Click
3. Instantly Increase Your Orders By 29%
4. How To Make \$2,000/Month At Home With Your Computer
5. Discover How To Reduce Your Fuel Bills By 43%

Each of these headlines clearly states the benefit I can expect to get from the product, service or business opportunity promoted in the ad under the headline. If I am interested in gaining the benefit, I cannot resist reading the entire ad to find out more.

## A SIMPLE FIVE STEP PROCEDURE

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I've used the following 5 step procedure many times to create powerful headlines. It's simple and easy to follow. Even someone without special talent, skill or previous experience can use it to create a captivating headline.

**STEP #1.** Define in writing the ideal prospect you want to capture with your headline. Be sure to include the characteristics that make your product or service valuable to this prospect.

**STEP #2.** Personalize this ideal prospect by visualizing them as one person you want to attract with your headline. Keep

this vision of one person in your mind whenever you're writing a headline. Your ad or sales letter will be read by one person at a time. Therefore, you'll find it easier to produce an effective headline by visualizing just one person and writing to that person.

**STEP #3.** Determine the most valuable benefit this person will gain from the product, service or business opportunity promoted in the message under your headline.

**STEP #4.** Write as many one sentence statements as you can about this benefit. Use one or more of the words from the following list in each statement. There are many other power words you can use in your headlines. However, many years of trial and error have taught me these 12 are the most effective:

You, Free, New, Guaranteed, Fast, Easy, Discover, Proven, How-to, Save, Increase, \$7953 (any exact amount of money)

**STEP #5.** Select the most powerful statement on your list. If you have several that seem equally powerful, try combining them into one statement and use that as your headline.

That's it! You've just created a powerful headline to capture your reader's attention and provide a compelling reason to read whatever follows your headline.

Here are some examples of effective headlines I developed using this 5 step procedure.

\* Easy Way To Increase Your Sales 60% or More This Month!

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- \* Discover How You Can Reduce Arthritis Pain FAST!
- \* You Can Earn 50% More Commissions This Year – Guaranteed!
- \* How To Save \$1,329 On Your Next Printing Job!
- \* NEW Free Report: 10 Proven MLM Recruiting Ads YOU Can Use
- \* How To Build Your Small Business FAST – Guaranteed!

Use this simple 5 step procedure the next time you want to create a captivating headline. It's easy to follow and you'll create a powerful headline to attract your reader's attention and compel him/her to read your ad or sales letter.

Bob Leduc is a Sales Consultant with 30 years experience ingenerating low-cost leads. He recently wrote a manual forsmall business owners, "How to Build Your Small BusinessFast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info:Email: BobLeduc@aol.com Subject: "Postcards"Phone: 702-658-1707 After 10 AM Pacific

Time/Las Vegas, NV

### **Get More Sales With Your Sales Messages**

**By Bob Leduc**

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You can get more sales with your sales messages by making sure they always include the following 7 key features.

#### 1. A Captivating Headline

Always include a captivating headline at the top of your sales letters and web pages. An enticing headline captures your reader's attention and compels them to read more of your message.

The most effective headline is a short dramatic statement promising a benefit. For example, "Easy Way to Double Your Sales".

#### 2. Believable Claims

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If the actual results you can produce for your customers sound too good to be true, they will assume it is not true and they will not buy. Understate any claims that sound exaggerated even if they are true.

### 3. Authentic Testimonials

Testimonials from satisfied customers prove you lived up to your promises in the past. They overcome your prospective customer's skepticism and replace it with confidence in you and the claims you make.

Develop the habit of asking your customers and clients for testimonials. Then use them in all your marketing efforts. Get permission from your customers to include their real names and addresses with their testimonials. Testimonials from real people are believable. Anonymous testimonials are not.

### 4. A Motivating Offer

Your offer is the only reason people respond to your

advertising. They want the "deal" you are promoting (free information, special price, free bonus with order, etc.). Include an enticing offer in every sales message. A strong offer will maximize the number of responses you get.

### 5. A Risk-Free Transaction

Do you know the major reason why people often hesitate to buy something – even if they want or need it? They do not want to risk getting something different than they expect.

Eliminate this risk by guaranteeing your customer's satisfaction. If you sell products, offer a liberal money back guarantee. If you provide a service, offer to continue working without additional charge until your customer is satisfied with the results. Make the transaction risk-free for your customers and you will get more sales.

### 6. A Magnetic "P.S."

Most prospects glance at the beginning of your web page or sales letter then jump to the end before reading anything in

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between. Take advantage of this and put something at the end of your message to stimulate their interest. Create it like a second headline – but in the form of a "P.S."

For example, emphasize your offer, highlight a deadline or dramatize a significant benefit. An effective P.S. reinforces the attention you captured with your headline. Together they motivate prospects to read your entire message.

### 7. A Compelling Reason To Buy Now

People tend to procrastinate after they decide to buy something. As time passes, other things distract them and they forget about you.

You can avoid losing many of these sales by rewarding customers for taking immediate action and penalizing them if they do not. Give them a compelling reason to accept your offer within a short time – or forfeit the benefit of it. For example, offer a special discount price or a special bonus for ordering before a specific deadline.

Make sure your sales messages always include all 7 of these key features. They create the most favorable conditions for getting a sale.

Bob Leduc is a Sales Consultant with 30 years experience in building successful businesses. He just released a totally New Edition of his best selling manual, *How To Build Your Small Business Fast With Simple Postcards*, and several other publications to help small businesses grow and prosper.  
Email: [BobLeduc@aol.com](mailto:BobLeduc@aol.com) Subject: "Postcards"  
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