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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!

"Headlines That Sell!"

By A.T.Rendon

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The idea is to catch their ATTENTION.

You might have the best product or service in the universe but if no one reads your email, no one will ever know about it.

How many emails do you receive daily?

And, how many of those emails do you delete automatically because the headline did nothing to capture your interest?

The headline must be short, no more than 6 to 8 words. Less, in this case, would be more effective.

The very best headline I have ever seen in an email message was just 3 short words long. It captured my attention and enticed me to click on the link to visit a web site.

Can you guess what those words might have been?

That email had in the headline a question. "What Is This?" And the body of the email message was just the URL.

Short. Simple. To the point.

It asks a question that instills in us the desire to respond and the URL made it really easy to click and find out what it was all about. I had to satisfy my curiosity. :-)

"Headlines That Sell!"

Your headline must be in the Subject area of your email message and it is recommended that you make use of one or more action words to help capture your reader's imagination.

If you would like a FREE list of about 50 Action Words:
mailto:action_words@emailexchange.org

We are all busy online and we do not have time to do more than give our email a quick scan of the headlines. We all want to see if there is anything of interest that we want to read.

Plain-Jane headlines will NOT give you the results you seek.

When you drive down the street, what type of business catches your eye?

Perhaps it is the one with colorful balloons, or a waving gorilla or flashy clown. How about the car wash and gas station that had girls in bikinis? Would that get your attention?

That type of gimmick has little to do with the business but they do attract attention.

And, online, either you get noticed or you will be deleted.

Your business must communicate effectively. Your advertising should be in simple and easy to read and make use of sentences, using short words with a headline that is ATTRACTIVE.

The headline of your ad is the KEY element.

And, although it should be attractive or attention getting, you should never compromise your integrity with misleading ad copy.

When you consider all the different media types attempting to capture our attention each day, it is understandable why only a few ads will get noticed and still fewer will actually sell a product or service.

A wild and crazy headline might make all the difference you need to make that sale.

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds Newsletter & receive FREE online access to our Password Protected "FREE Submit To Over 2.7 MILLION FREE Ad Sites!" mailto:subscribe_fbcn9@emailexchange.org Visit us

at:<http://emailexchange.org/?articles>

Create your headline to DRAW the OPTIMUM results.

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.

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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"Headlines That Sell!"

"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.



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