

Here's a really simple way... to learn creating amazing headlines

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By Mark Doyle

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Here's a really simple way... to learn creating amazing headlines that will give you exclusive breakthrough amongst your e-business competitors.

How do you surf on the Internet? Which pages interest you, which grab your attention, which ones simply !RUSH! you?...

If you are really success passionate person...
You MUST know these rules of influencing your ...
let's say customer, from her/his first view to your headline.

It's true that Internet (and especially e-marketing) changes very fast. However money are earned by people, not by the PCs, HDDs, ISPs.. The true about amazing headlines is simple:
You need to know your customers feelings, which ones make her or him to react...

Tip #1 -- Concentrate in learning these 15 emotions that influence every person to act.
Here they are:

- Love - Curiosity - Ego - Power - Mystery -
- Fear - Pain - Convenience - Jealousy - Sloth -
- Lust - Shock - Greed - Pride - Anger -

These words pull reaction when even stands alone. When used right picked, right applied to your marketing goals,- bring absolutely amazing results!

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It's really easy to find out which emotion or emotions best fits each other. Let's say...

You have created a new revolutionary software which will automate e-mail marketing process up to 95% percent of it's time... If you'll explain all the benefits to people the way you see it, people will get curious, their marketing will become powerful, their competition will become jealous, someone might have a shock...

#2 --- When writing your headline, think about the headline as if you see it from the surfers view It needs to grab your reader's

attention. Realize that people surfing the web are looking for information.

They tend to scan web pages quickly, even many of them simultaneously. Your site might be one amongst others. So, your headline must be prominent and effective enough to stop them.

It must be prominent and effective enough to stop YOU... if you want to stop them...

#3 --- The headline will grab the surfer and transform her/him into your reader..

Realize that people surfing the web are scanning the information. They tend to scan web pages quickly, even many of them simultaneously. Your site is but a blur. So, your headline must be prominent and effective enough to stop them.

#4 --- Try to express the biggest benefit they will earn from your information

Don't describe features – express benefits! "You will Get Free 8000 visitors in 5 days!! Guaranteed"

#5 --- Of course... Don't forget about guarantee..

Turn "GUARANTEE" into your marketing weapon.

In any way guarantee is a must be with every sales process. Such is the law. Then why not to make this working for you.

And the main tip:

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Don't forget that by doing the above said, you not only turn your marketing into results. You make a relationship with your future good customer.

Apply these tip without hurry. Test few days one tip, few another, and you will see how effective they are and you will learn them.

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<http://www.thesuccessway.com/cgi-bin .cgi?38>

Mark Doyle, self made marketing professional has turned most of his efforts to share with people who are success passionate person and understand their deserved right to succeed in their online businesses. By providing you with free tested information, he gets (as he says): "...business partners, exceptional business partners..." Get you copy today Free and come on board!

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

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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>

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