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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!

How Original Should Your Headlines and Slogans Be?

By Lisa Lake

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When trying to come up with an ad slogan or headline, do certain familiar phrases leap to mind? Phrases that have been used a million times, like "Three Easy Ways...", "Introducing the New and Improved...", "Service With a Smile," or others like them?

In an attempt to maintain originality and set your business apart from its competitors, your first instinct may be to squash these done to death phrases and go for something fresh and new.

What you need to consider is the reason these cliché, standby phrases are so frequently used. Advertisers continue to incorporate overdone phrases into ad copy because they are effective. And as long as an advertising technique elicits the desired results, advertisers will use it.

People love their familiar comfort zones so much that it can be difficult for them to go outside those comfort zones. Familiar advertising phrases and headlines are simply another comfort zone for your audience. They recognize a phrase and appreciate the fact that they don't have to think about what you are trying to communicate. They know exactly what you offer and whether they want to take advantage of your offer.

Mail-order copywriter John Tighe points out, "We are not in the business of being original. We are in the business of reusing things that work."

Advertisers and marketers follow certain rules and reuse old standbys, not because they can't come up with anything original,

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but because old standards continue to prove effective in thousands of letters, brochures, ads, and commercials.

Now, that doesn't mean that you should just copy what someone else did word for word. In creating your own advertising copy, the challenge you face is to take what has worked in the past and incorporate it into your campaign in a way that is compelling, memorable, and persuasive.

Your first and most important priority in creating advertising headlines, slogans, and copy is to sell, not to exercise your creative genius. But if you can do both at the same time, then

you will have a powerful piece of advertising copy.

Lisa Lake has created a list of top promotional methods on her <http://MyAdBlaster.com> Lisa also writes ad copy that sells for DrNunley's <http://InternetWriters.com> Reach her at <mailto:lisa@myadblaster.com> or 801-328-9006.

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

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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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"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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