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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 To Make Your Headlines Sell"**

**By Trevor Levine**

**"How To Make Your Headlines Sell" by Trevor Levine**

If you want to maximize your sales, then your ad copy must open up with a GREAT headline that declares:

"Here's The **\*\*BIG\*\*** Benefit You'll Get When You Read What's Below!"

It must GRAB your prospect's attention!

But it shouldn't sound the same as your competitors' ads. On the contrary, it should:

- Distinguish you from your competition...
- Be specific, not vague....
- Be believable

In short, your headline is the "advertisement" for everything that follows. If it doesn't tell your prospects WHY they should keep reading...

**THEY WON'T!**

In other words, many of the prospects who might have bought from you will move on, leaving you with

**JUST A FRACTION OF THE RESPONSE YOU \*SHOULD\* BE GETTING!**

According to a well-known study, the headline of a typical newspaper ad is read by 5 times as many people as the body of that same ad.

## "How To Make Your Headlines Sell"

This is why some copywriters spend as much time perfecting an ad's headline as they spend on the entire body of that ad. By simply improving your headline, you can:

**INCREASE YOUR RESPONSE BY UP TO 500%! WANT PROOF?**

A full page newspaper ad with the headline "2/3 Bank Financing On Silver And Gold" was generating \$50,000 in revenue for its advertiser.

However, when one of my colleagues re-wrote the headline

(leaving the body intact), revenue from this same ad exploded to \$250,000! That's a 500% increase! The new headline read:

"If Gold Is Selling For \$300 An Ounce, Send Us Just \$100 An Ounce, And We'll Send You All The Gold You Want. If Silver Is Selling For \$100 An Ounce, Send Us Just \$33 An Ounce, And We'll Send You All The Silver You Want."

**THE INCREASE WAS ENTIRELY BECAUSE OF THE HEADLINE!**

When your headlines and offers are truly compelling, they can open your doors to a WINDFALL of new business. There's no sense in settling for a lower response from your advertising dollars than you should be getting, is there?

Author Trevor Levine and his expert copywriters beat control letters for Corey Rudl, Mypoints, Aweber, and many others. If your copywriting budget is \$1,000+, visit them at [www.marketingexperts.com](http://www.marketingexperts.com) for a free consultation.

**Create your headline to DRAW the OPTIMUM results.**

**By Chuck Crawley**

**Create your headline to DRAW the OPTIMUM results. by Chuck Crawley**

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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"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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