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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 Model Your Own Moneymakers After Successful Headlines !

By Detlev Reimer

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Do you always find it hard to come up with great headlines whenever you want to start writing your ads ? If you are a bit longer in online business already, you will certainly know that feeling of emptiness in your head . But there's no need for that ...

What if you had a huge collection of headlines from which you could always withdraw ideas for your own products ? Wouldn't that make your Internet marketer's life a lot easier ? Then why don't you go for it ? Only with an excellent headline you will get the success you deserve .

Headlines Are Everywhere Around You

You are surrounded by ads and headlines everywhere you go. Pick up those headlines and phrases which you know that have run for years already (Think of Coca-Cola, Microsoft or Intel etc.) . These must be successful or they would have changed them a long time ago.... And now, analyze them :

How do they come up with their benefits ? Do they ask questions to the prospect ? Are they arising your curiosity ? Do they stir up your emotions ? To which ads would you respond personally ? Choose the ones that you think would make you react to the offer.

Learn From Successful Headlines And Write Them Down

Write down that headline they use. And from now on, every time you see a good headline, add it to your collection and keep

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it within the right category to make it easier for you to find them later. If you have a collection of, let me say more than 300 headlines, it makes life much easier.

Try to categorize your headlines into the following exemplified, most important types (this is just a tiny fraction...) :

1.) Strong guarantee

Example : "If you are not completely satisfied and you don't make your initial investment back within the next 3 months, I'll refund you every penny you paid !"

2.) Arises curiosity

Example : "Are You Really Safe In Your House ? Protect Yourself And Your Family...."

3.) Uses testimonials

Example : "I'm Al Green And I Must Say I Really Love This New Diet Program. I lost 4,5 Pounds Of Weight Within Just 27 days!"

4.) Emotional headline

Example : "Discover how you can retire within just one year and relax at a white, tropical beach with a longdrink in your hand and no financial worries anymore!"

How do you transfer these existing headlines into your new moneymakers ?.. Most of these headlines follow certain rules which can be easily copied and replaced with your own ad information.

So if the original headline is "How to build your first website without any knowledge of HTML ! " , you'll have :

– How to.....without

Change : ==> "How to save on your taxes without using illegal tricks !"

You haven't copied the idea of the original headline, just the structure behind it and that is no plagiarism ...! You'll find that over and over again in advertising. So why shouldn't you use this method, too ?

Or let's take the headlines of the four examples above, you

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have the structures :

a.) – If you are not, and, I'll

Change : ==> "If you are absolutely not convinced of this product and you think it has not helped you , I'll refund you with three times of the original price you paid for it."

b.) – Are you really(+Action) !

Change : ==> "Are You Really Making Enough Money In Your Present Job? Join Our Company XYZ And You'll Know What Our Co-Workers Earn...!"

c.) – I am (...name) and I really love

Change : ==> "I am Mitch Cassidy And I Really Love This New Software Program by Software-Wiz – It's So

Easy To Set Up, Even I, As A Computer "Newbie", Can Do This !"

d.) – Discover howand

Change : ==> "Discover How You Can Start Your Own Home-Business And Earn Money From It In Less Than 30 days !"

Keep your headlines savely stored and categorized, and you will get new ideas anytime you need them. You don't even have to pay for it...

Article by Detlev Reimer. Feel free to use the article with thesebylines included. Detlev has just finished creating his first product,a database program for Internet marketers which will help you to save and organize e.g. your advertising, customer and contact data. For further details, please visit : <http://www.promobuddy.com/> . Sign up for his newsletter at <http://www.internetmarketing-success.com/>

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.

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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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