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How To Test Your Headlines Without Spending A Fortune In Advertising Fees

By Thomas A. Hilton, Jr.

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So, you've spent all this time on creating your product and you've read all the advice from every marketing expert on the internet. You've discovered one common ground among them all. And they all do agree on this one thing.

Testing the headlines is critical.

They all say that it's the absolute one critical element to any successful marketing campaign. Whether it's the headline on your website, your subject line in your email or the first words you speak over the phone in a sales call. It's the most important feature and you should spend 80% of your time coming up with just the right one.

It's the difference between success or failure in any campaign.

If you're lucky to find an expert that is willing to share with you the exact details as to how he tests his headlines. You discover that it's the basic A/B split run test in newspapers.

Sounds simple. But did you know that most newspapers will not even consider going through the trouble of running A/B splits unless you are a major account paying for those high dollar advertising spots.

What's the answer for the average marketer that can't build up a huge marketing budget if he can't increase his sales in the first place.

Well, one answer that I've found is to copy the big boys in the corporate world. Use a focus group technique. Where you ask a number of people to look over a select group of your headlines and let them tell you which ones they prefer.

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Let me tell you a story of one famous CEO.

His name is Fred Smith of Federal Express and when he hired a marketing executive to come in and help him with some of his branding issues... here's what happened.

He suggested that Fred Smith post sketches of 10 or more different color schemes for his airplanes on the wall of an office. He then asked numerous people to come in and look at all of them. He quietly sat back and watched which sketch actually attracted the most attention... one particular drawing kept bringing people back to it over and over again...

They didn't know what it was about that one particular color scheme but something kept them coming back to review it more than once... that's how he pre-tested the color scheme for that famous branded image of an airplane we all know and recognize as FedEx today.

A small focus group of people sharing their thoughts on what caught their eye.

If you have a small group of friends, co-workers or even a small email list that you can run a survey by then it could do wonders for your marketing campaign. I can recall receiving a email from a newsletter publisher that did that very thing about every portion of his newsletter.

He wanted to know which font his readers preferred over another.

He asked which font size was best for his readers over another.

He continued to ask these questions and he even posted the results and now his entire newsletter is — you guessed it — exactly like what the majority of his readers recommended and preferred.

A focus group could even do wonders for your headlines. The experts say you should write out at least 100 headlines and only then begin to start narrowing your list down to the most power pulling headline possible. Naturally your best headline would be the one that makes you the most sales...

But... after you've written 100 headlines — which one do you spend money on in advertisements that actually charge you to run the ad. That could become a very expensive test. A focus group could help you tremendously save literally hundreds even thousands of dollars determining which headlines you should avoid and which ones you should work with.

Yes, headlines are the most critical part of any marketing campaign – so don't put money into any advertisement without first testing the Headline.

Thomas A. Hilton, Jr. – entrepreneur, internet marketing consultant, entrepreneurial investor.
Co-Founder of <http://www.headlines2go.com> — Author of "An Entrepreneur's Approach to Buying & Selling on Wall Street" at <http://www.entrepreneurial-investor.com>

A Simple 7-Step Formula For Testing Your Headlines

By Detlev Reimer

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Do you want to know a secret ? Successful entrepreneurs are not so successful because they know everything better than you. They are successful because they TEST every advertising campaign first before they are spending "big" money on effective forms of ezine ads.

Highly Recommended : Ezine Ads

Why do I only mention ezine ads, you might ask Well, placing ezine ads is the most effective form of advertising on the Internet because you can advertise exactly to your target groups.

But if you don't have a clue which of your headlines, your benefits and offers are the ones that will make you money, you might not even be able to get the money back that you have to spend on your ads.

7 Easy And Low–Cost Steps To More Effective Headlines

To be able to determine the most effective ads, you need a system. I will introduce to you one system how it can be done. Of course, there are literally hundreds of different systems that could do the job as well. But if you want to test without spending too much money, then my way of testing will be a valuable help for you.

The System Consists Of 7 Easy Steps :

1.) Write down the most important benefits of your product and concentrate on the advantages for your prospects, not your company . Just do a bit of brainstorming and see which ones immediately come into your mind.

2.) Turn them into a set of headlines (10–15) . If you sell an e–book about programming in JavaScript and one of your benefits is that even non–programmers can understand how to do it, then tell them e.g. :

"A Step–By–Step Guide Tells You Everything You Need To Know About JavaScript – If You Can Read, You Can Implement Java–Script On Your Web Site ! "

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3.) Write 2–3 different versions of your ad copy. Focus on one or two other important benefits . Make the reader curious and excited about your offer. Your aim is to make the prospect click on your link !

4.) Create different tracking links (which lead to your sales letter) for each single ezine you want to submit your ad to. You must be able to determine exactly which ads (headlines) are successful, and where the responses come from or you will shoot in the dark.

You can use free services for this : <http://www.hypertracker.com/> and <http://www.linkcounter.com/> are both excellent free services.

5.) Use one and the same headline for all your free ezine ad submissions and send out your free ezine ads to at least 10 ezines (you have to subscribe to them first...) .

There are a lot of ezines which give you free subscriber ads if you join their mailing list. Look for publications with at least 1000 subscribers; you want to be sure that enough people really read your ads.

6.) Compare the number of clicks . Choose the most successful ezines. Now send 5–10 different headlines to be published in the next issue and one and the same ad copy to these ezines. Determine your "winner" –headlines (2–3) .

If you want to refine the success, you can take the "winner"–headlines and use the two other ad copies as well to see if the results change .

7.) By now, you should know which headlines work and you can change to paid forms of ezine advertising. Order Top Sponsor Ads and Solos in ezines with high circulation (5000+ subscribers) and use your "winner" – headlines .

If you get a lot of clicks but no sales, try changing your body copy and your price as well. Maybe your price is just too low and people think that something with such a low price can not be of any help for them. Or it is too expensive and people can not afford it.

You can find out by :

TESTING, TESTING and, you will guess it : TESTING...!

Article by Detlev Reimer. Feel free to use the article with these bylines 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/>



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