

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).



## How To Write Eye-Grabbing Headlines That Catapult Your Prospects Into Your Ads

By William Swayne

How To Write Eye-Grabbing Headlines That Catapult Your Prospects Into Your Ads by

William Swayne

1. Your company name
2. A generic industry or service category (e.g. "Plumbing Contractor")
3. Or on a website or brochure, "Welcome to ABC Industries"

### 1. Call out to your target audience

If your message is aimed at stockbrokers, mention "stockbrokers" in the headline.

### 2. Mention specific benefits

### 3. Use vivid, evocative verbs

Especially online, high-energy headlines work very well.

Here's a headline that uses all 3 of the above techniques...

### 4. Use "cognitive dissonance"

### 5. Include some challenging or surprising information

How are your headlines? Can you use any of the above tips to get better response?

to adapt his

successful direct marketing practices to other industries.

## **10 High Impact Ways To Catapult Your Sales!**

**By Larry Dotson**

### **10 High Impact Ways To Catapult Your Sales! by Larry Dotson**

10 High Impact Ways To Catapult Your Sales!

Create your headline to DRAW the OPTIMUM results.

10 Recession-Busting Sales Letter Tips!

A Simple 7-Step Formula For Testing Your Headlines

7 Emotional Appeals You Can Use To Super Charge Your Headlines!

eWhiz Ad Creator

The Classified List

Fly In Ads Creator

30 Minute Marketing Miracle

How To Get Reprint Rights Without Paying A Dime

ReBrand this PDF eBook with your Name / URL / ClickBank Affiliate ID for Free



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

	<p><b><u>100% Effective Natural Hormone Treatment</u></b> <b>Menopause, Andropause And Other Hormone Imbalances</b> <b>Impair Healthy Healing In People Over The Age Of 30!</b></p>	
--	---	--