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How To Write Powerful Headlines

By Al Martinovic

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I want to tell you how I go about writing headlines. I like to keep swap files of headlines around for future use. And how I go about doing it goes something like this...

I'll find a headline I like, wherever it may be, and then I don't copy it word for word, instead I'll use a "fill in the blank" approach. That way I get a generic headline that I can apply to almost any business.

For example, I find a headline I like that goes something like this:

"Give Me 5 Minutes And I'll Show You How To Put An Extra \$1000 Into Your Pocket!"

In my swap file I would write it down using a "fill in the blank" approach:

"Give Me _____ And I'll _____!"

I could now take this generic headline and apply it to almost any business...

Car insurance for example:

"Give Me 60 Seconds And I'll Show You How To Slash Your Car Insurance Cost In Half Every Single Month!"

Do you follow me...?

You don't want to steal any headline word for word. That would be a bad thing. But you can recycle headlines by using a "fill in the blank" approach, and then applying that to whatever business you may be a part of.

How To Write Powerful Headlines

I mean gee... why reinvent the wheel? There are a ton of great headlines out there already!

Here's another example:

"Great New Discovery Kills Kitchen Odors Quick... Makes Indoor Air Country Fresh!

In my swap file I would write it down using a fill in the blank approach:

"Great New _____ Makes _____!"

I could now take this generic headline and apply it to almost any business...

Weight loss for example:

"Great New Diet Pill Burns Unwanted Fat... Makes Dieting Easy!"

So the moral of the story is... The next time you come across a headline that grabs your attention, don't just stare at it! Write it down in your swap file using a fill in the blank approach.

And over time, the next thing you know, you'll have so many fill in the blank generic headlines to choose from in your swap file....

You'll never be stuck for a headline to write ever again!

Al Martinovic publishes an internet marketing newsletter at <http://www.millenniummarketers.com> and runs a successful home business at <http://www.ineedsmokes.com>

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?

How To Write Powerful Headlines

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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