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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 Write Words That Magnify Your Headlines

By Patrick Hale (Pat @Maxaid)

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Have you ever noticed that some people can talk for hours and never say anything. It seems to be same with most ad writers.

If you choose your words correctly, a 7 word headline can relate a paragraphs worth of relevant information.

For example, compare these two headlines:

1. Brand New, Gigantic Mammoth Prelaunch – Join Now !
2. Missing Mans Body Found in Forest After 3 Years !

It doesn't take a genius to realize that #1 doesn't tell you – "Diddly"

It also doesn't take a genius to read between the lines of #2 and Read this into it,

Someone was missing,
Who was missing,
The word "body" denotes the man is deceased,
How long he was missing,
That he was found,

Where he was found.

Also, the average person will decipher that there was originally a search for the man that was most likely called off.

The discovery of his body must have been a surprise and the case probably on hold for three years would be re-opened to determine the cause of death.

Why ? Because if the cause of death had been known, you can bet it would have made the "Headlines"

Choose your words in such a way that one word will reveal a sentence worth of information. Try it, play with different, but relative words until you come up with a winner for each individual word.

Now construct each of your ads headlines with these "concentrated" words. Your increased bank account will pay you for the time spent here :-)

Pat @Maxaid – Webmaster – Publisher

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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*.

The question then is WHY?

Why are you trying to get my attention?

How To Write Words That Magnify Your Headlines

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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