

How to GUARANTEE your headline will pull like a MAGNET

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How to GUARANTEE your headline will pull like a MAGNET

By Chuck Crawley

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Here is a little insider technique that will Guarantee that your headlines will attract your target audience like a magnet.

Hopefully you are reading this article because the headline attracted your attention. I'm sure that you have seen a lot of information on headlines. Why, because they are the single most important element of your marketing. Just think about it. Whether you are marketing in the search engines, email, WebPages, discussion groups you name it, your headlines are the magnets that forces people to read your *stuff*.

Now, a Killer headline can increase your response rates exponentially. So how do you create a killer headline? Well, it is really quite simple – testing, testing, and testing. Your testing arena will be your target market. They will tell you which headlines they like based on how often they response to a specific headline. There is NO OTHER way to know for sure.

This is where testing can help you to determine which headline will increase your response rate and your bottom-line (of course you will also need to test your ads and sales letters) but your headline is what brings them thru the door.

Banner exchanges have lost their pulling power over the last year or so mainly because people have gotten used to seeing them and now they really *don't* see them like the days of old. However, banner exchanges are great vehicles for testing your headlines.

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With most banner exchanges you can target your headline plus determine the response based on the click-through rate. This is the optimum testing ground for determining which of our headlines is a winner. Let the banner exchange network tell you what they like by tracking the click-through. You might not generate any sales but you will surely determine which headline will become your *magnet*.

Just convert three of your headlines into "gif" files using the recommendation of the banner exchange system and let the system work for you. I recommend using the Link Exchange

paid guaranteed views program that cost you \$50 for 5000 views. You can change your banner after 1500 views to a new headline "gif" and track three headlines for your \$50 investment.

This is a fairly inexpensive way to determine the best headline to use for your product or service. A Guaranteed winner!

The URL for this service is at:

<http://store.bcentral.com>
OR

Once you get there, just click on the Link Exchange graphic to get all of the details.

Just remember, Killer headlines aren't CREATED they are DERIVED.

Here's a really simple way... to learn creating amazing headlines

By Mark Doyle

Here's a really simple way... to learn creating amazing headlines by Mark Doyle

Here's a really simple way... to learn creating amazing headlines that will give you exclusive breakthrough amongst your e-business competitors.

How do you surf on the Internet? Which pages interest you, which grab your attention, which ones simply !RUSH! you?...

If you are really success passionate person...

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You MUST know these rules of influencing your ...
let's say customer, from her/his first view to your headline.

It's true that Internet (and especially e-marketing) changes very fast. However money are earned by people, not by the PCs, HDDs, ISPs.. The true about amazing headlines is simple: You need to know your customers feelings, which ones make her or him to react...

Tip #1 --- Concentrate in learning these 15 emotions that influence every person to act.

Here they are:

- Love - Curiosity - Ego - Power - Mystery -
- Fear - Pain - Convenience - Jealousy - Sloth -
- Lust - Shock - Greed - Pride - Anger -

These words pull reaction when even stands alone. When used right picked, right applied to your marketing goals,- bring absolutely amazing results!

It's really easy to find out which emotion or emotions best fits each other. Let's say...

You have created a new revolutionary software which will automate e-mail marketing process up to 95% percent of it's time... If you'll explain all the benefits to people the way you see it, people will get curious, their marketing will become powerful, their competition will become jealous, someone might have a shock...

#2 --- When writing your headline, think about the headline as if you see it from the surfers view It needs to grab your reader's

attention. Realize that people surfing the web are looking foe information.

They tend to scan web pages quickly, even many of them simultaneously. Your site might be one amongst others. So, your headline must be prominent and effective enough to stop them.

It must be prominent and effective enough to stop YOU...
if you want to stop them...

#3 --- The headline will grab the surfer and transform her/him

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into your reader..

Realize that people surfing the web are scanning the information. They tend to scan web pages quickly, even many of them simultaneously. Your site is but a blur. So, your headline must be prominent and effective enough to stop them.

#4 -- Try to express the biggest benefit they will earn from your information

Don't describe features – express benefits! "You will Get Free 8000 visitors in 5 days!! Guaranteed"

#5 -- Of course... Don't forget about guarantee..

Turn "GUARANTEE" into your marketing weapon.

In any way guarantee is a must be with every sales process. Such is the law. Then why not to make this working for you.

And the main tip:

Don't forget that by doing the above said, you not only turn your marketing into results. You make a relationship with your future good customer.

Apply these tip without hurry. Test few days one tip, few another, and you will see how effective they are and you will learn them.

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<http://www.thesuccessway.com/cgi-bin .cgi?38>

Mark Doyle, self made marketing professional has turned most of his efforts to share with people who are success passionate person and understand their deserved right to succeed in their online businesses. By providing you with free tested information, he gets (as he says): "...business partners, exceptional business partners..." Get you copy today Free and come on board!

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