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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 Quickly and Easily Use The.....**

**By Yanik Silver**

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How to Quickly and Easily Use The  
World's Easiest & Most Effective  
Headline Formula

Did you notice the title for this article?

Of course, it's a headline. That's right! And it uses a shop-worn classic format which still continues to amaze me with its power. Just 2 simple words...

"How To...."

Stick with me on this, I know it sounds too easy, but it's not.

The simple, lowly "How to" headline is still tops in my book for simplicity and effectiveness. You really cannot go wrong with it. The 'how to' headline is so versatile. You can follow it with several benefits, a question, an offer, almost anything – and it works great!

In fact, using the 'how to' formula is one of the best places to start when writing headlines because it forces you to think of what your product/service actually does for the person.

Here are a couple of winning examples to get your juices flowing:

~ How to Collect from Social Security at Any Age

~ How To Get FIVE Money-Making Web Sites In 29 Minutes Or Less...Without Spending A Fortune!

## How to Quickly and Easily Use The.....

- ~ How to avoid the biggest mistake you can make in building or buying a home
- ~ How to cruise the world for \$19 a day
- ~ How to get Enthusiastic Applause – Even a Standing Ovation  
– Every Time You Speak (Ted Nicholas)
- ~ How To Win Friends And Influence People
- ~ How to make your car invisible to radar and laser!
- ~ How to make your computer as easy to use as your telephone
- ~ How to fix cars

Check out the last winning headline on our list – "how to fix cars". I mean it really can't get any simpler than that, but it works...and it works big time!

Now here are a few "How to..." headlines you can plug-in and use right away when brainstorming:

=====  
"How to" Formulas  
=====

- How to get ~~~~~~
- How to have ~~~~~~
- How to keep ~~~~~~
- How to start ~~~~~~
- How to begin ~~~~~~
- How to become ~~~~~~
- How to improve your ~~~~~~
- How to develop ~~~~~~
- How to get the most out of ~~~~~~
- How to avoid ~~~~~~
- How to end ~~~~~~
- How to get rid of ~~~~~~
- How to conquer ~~~~~~
- How to enjoy ~~~~~~

Even just adding the word "how" in front of a headline gives it an additional appeal. Compare these 2 examples:

#1 A strange accident saved me from baldness

#2 How a strange accident saved me from baldness

Which one is more compelling? I think you'll agree #2 does the trick. And that one is a winning headline used over and over.

Okay, but maybe the tried and true "how to" is too boring for you. No problem! Spice it up by adding a little something before the 'how to'

Here's HOW TO...

Discover HOW TO...

If you think a 12% annual return on your money is good, here's HOW TO set your sights on 100% or more

All new course reveals HOW TO use Pop-Ups to double your opt-in rate, explode your sales, and squeeze up to 300% more revenue out of each visitor to your Web site!  
(Jonathan Mizel)

I'll show you HOW TO hit golf shots as straight as you can point, or this video golfing lesson is free...and I'll pay you \$25 for wasting your time! (Jeff Paul)

Ohio man discovers the secret of HOW TO escape the American Rat Race

Or if you still want to change it up a little – just use "How you...." or "How I..." like these winning examples:

HOW I earn my living in 4 hours a day

HOW YOU Can Make Well Over \$300,000.00 Per Year As A Real Estate Agent Working Less Than 40 Hours A Week.... Have A Top Income AND A Life..... And NEVER Have To Make A Call You Dread Or Waste Your Time With Unrealistic Sellers Or Insincere Buyers, Ever Again (Craig Proctor)

I think you'll agree for getting the most bang for your buck – "how to" headlines are the way to go.

Now you can instantly double the profits of any Ad, email, website or sales letter" Sneak away with every

single trick, tactic, formula, shortcut, strategy and  
jealously-guarded secret the Internet's #1 most-celebrated  
copywriter uses to create huge piles of cash at will!  
Go Here => <http://www.UltimateCopyWorkshop.com>

Yanik Silver is the author, creator and publisher of several  
for business owners and Internet entrepreneurs.

## **Using XSite Pro To Produce Websites On The Fly!**

**By Ian Simpson**

The New website building software called Xsite Pro allows you to create websites easily and without having to use html. The software developer, Paul Smithson hasn't re-invented the wheel, he has simply improved on it! Xsite Pro was developed to allow anyone to create either a complex website or a simple niche website quickly and easily.

There were some teething problems and a few bugs that needed to be fixed when this software was launched but those have been resigned to the past as the software evolved to its present form.

Paul Smithson invented Xsite Pro to fill a gap in the market. He wanted a website building program that not only built websites but also one that incorporated stand alone programs such as ftp, adsense and links pages. There is no doubt that Paul has achieved his initial goal and continues to work to make it better still.

Xsite Pro was not developed to compete with Dreamweaver or Frontpage. These programs have their own loyal users but to the novice, who has no understanding of html or website building experience, these complex programs can be daunting to use. Where Xsite Pro comes into its own is when you want to build a website quickly and easily without the frustrations of using large, complex programs, allowing you to create websites on the fly.

Using Xsite Pro's built-in templates I found that not only could you build websites quickly and easily, but I was able to add links pages, insert adsense, check page optimization and upload via ftp with a click of a button. But that is only a small sample of the versatility of the software. Many more features are built into the program.

Although it took a little to get used to the many features of Xsite Pro, I found that the easy to understand instructional manual and on-line videos were well written and produced making them easy to follow. This ensured that I was able to get started on my project almost immediately.

When you spend money on software that claims to make your life easier by cutting down on time and frustrations, you expect to do just that. All too often when you buy and download software, things are not always as straightforward as it is claimed in the sales copy. I believe that Xsite Pro does everything that it is designed to do and more. It certainly does what it says on the tin!

## How to Quickly and Easily Use The.....

Whether you are a seasoned professional or a complete novice, Xsite Pro will help you to build professional websites quickly and easily with its click and insert approach and I have no hesitation in giving it 9/10 for functionality.

For more information on Xsite Pro please visit

When you invest your hard earned cash on any quality software, you would expect continued improvements and free updates. I am pleased to say that this has been the case with Xsite Pro, as Paul and his dedicated team continue to work hard on making Xsite Pro the only website creation software you will ever need. They provide excellent on-line support and with a 365 day guarantee you really cannot go wrong.

Ian Simpson reviews software and informational products on the internet for their value and usefulness. Subscribe to his free newsletter at



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