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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!

Interesting Preliminary Results On Headlines

By James Brausch

Soon, I'll do a large study on headlines using a list of profitable and unprofitable sites. However, I

have been running some split tests and have seen some interesting results in the last week or so. The sample size is small (3 sites), but all three split tests agreed on the following factors:

1. Blue (#000080) is winning over black by a small margin on all three sites. I hadn't expected that. I use dark blue just because I like it and the large study showed that any dark color was fine as long as it wasn't red. Green just never appealed to me and I wanted some color in my sales letter, so I've been going with that dark blue. Because darkness was important in the large study, I expected black to win over blue. It's a nice result to see that I'm not doing the 2nd place thing in this case.

2. Serif fonts (Times New Roman in the tests) are winning over sans-serif fonts (Arial in the tests). That makes no sense to me. Everyone knows that headlines should be sans-serif and regular text should be serif; right? That's just basic typography info. In fact, I think sans-serif fonts were specifically created for headlines. Well; it appears that isn't the case for sales copy. Times New Roman is winning over Arial in number of conversions in three different split tests.

3. I've been using size 6 fonts for headlines. It's a fairly large size and it just feels right. Size 7 is just too large. Not so say the split test results. Size 7 has an average of 24% more conversions than size 6 in the split tests I've been performing.

I'll eventually do a real study on a few thousand profitable and unprofitable sites and have a conclusive answer to all three of the above questions.

I thought you might find the results interesting as I did though, so there you go... for what it's worth.

James D. Brausch focuses on product creation, copywriting and traffic generation on his blog here:

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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?

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!"

Interesting Preliminary Results On Headlines

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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