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Power Headlines for Promotion

By Judy Cullins

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Power Headlines for Promotion Success
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Do you send email to your Online audience to let them know about an upcoming teleclass, your service or your book? Do you have a seminar "flyer" on your web site?

Power Headlines for Promotion

The biggest mistake professionals and entrepreneurs make is to announce, rather than promote themselves.

Each piece you send or put on your web site should begin with the #1 copywriting winner—the headline. You only have a few seconds to capture your potential client's or customer's attention. If your headline doesn't sizzle, your Web site visitor will move on and never return.

Remember, the headline is far more important than the copy beneath.

Four Formats to Write Compelling Headlines

1. How to.

Most Online business people want to learn how to do something to increase their joy, money, relationships and fun. If they have already put up their Web site book descriptions, the table of contents, seminar flyers or coaching/consulting information, and not seen financial success, they too can learn how to do something—better.

Sample how to's:

- "How-to Quadruple your Web Sales in Just Five Months."
- "How-to Put Ecstasy Back into your Love Life"
- "How-to Find the Person of your Dreams"
- "How-to Write your Print and eBook at the Same Time."

2. Pose a Question.

Asking a question puts the attention on "you," your reader. It involves them because we all respond to questions asked. An engaged reader is more likely to keep reading.

Sample questions:

- "Are you sick and tired of working for someone else?"
- "Want to know how to create 5–10 new clients each month?"
- "Want to make your book a best-seller?"

3. Announcing your new teleclass, service or product.

You want the world to know about your great new book because it will make a difference in their lives, making the world a better place. How can you get your message across to compel your reader to click and buy or contact you?

Sample announcements:

- "Announcing a Brand New Breakthrough in ePublishing."

–"New eBook Helps Small Business People to Big Profits."

4. Use your Best Testimonials.

People pay attention to testimonials. They trust you more when someone else they respect has bought from you.

Sample testimonials:

–"Internet Marketing Exclusive is Pure Genius—Our Sales Have Increased by 40%.

–"Stop wasting time and money chasing agents. Read, "Write your Book Fast" for the fastest track to publishing success." Add the name and email below the testimonial to make it real.

Remember to include power words in your headlines that emotionally involve your reader.

Power word Examples:

Breakthrough, discover, easy, free, guaranteed, hidden, incredible, love, master, money, new, powerful, profits, proven, results, revealed, scientific, secret, shocked, shocking, uncovered, you, and your.

Here's a few more powerful words: money, save, easy, love, health, proven, results, guaranteed, safety.

For every thing you email out, use headlines to reach your clients' and customers basic needs and emotions—another step toward a contact and eventual sale.

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?

Power Headlines for Promotion

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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