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**Secret Formulas for Writing Headlines That Sell**

**By Shelley Lowery**

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We all know the importance of a powerful headline. However, writing a great headline isn't as easy as it sounds.

An effective headline will literally force your potential customers to learn more. It will instantly ignite a certain emotion and intrigue them to read on.

In order to write an effective headline, you must learn how to use specific words to achieve a specific reaction.

Before writing your headline, you must first learn a little bit about the basic human motivators. According to psychologist Abraham Maslow, human behavior is always the result of one or more of five basic needs. He listed these needs in a sequence that he refers to as "the hierarchy of human needs."

He believes that until a less important need is met there won't be any desire to pursue a more important need. Below are the five human motivators, beginning with the basic needs and continuing to the most important needs.

Physiological – Basic human needs include hunger, thirst, shelter, clothing and sex.

Safety (Security) – Human need for physical, emotional and financial security.

Social (Affiliation) – Human need for love, affection, companionship and acceptance.

Esteem (Self Esteem) – Human need for achievement,

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recognition, attention and respect.

Self-actualization – Human need to reach their full potential.

When you are aware of the basic human needs, you can incorporate these needs into your writing. A great headline will appeal to your potential customers' emotions. You must feel their needs, wants and desires and write your headlines with passion and emotion.

When writing your headlines, keep in mind, you only have a few seconds to grab your potential customers' attention. If your headline doesn't immediately catch their attention,

they'll simply move on and never return. Below are several different formulas used by professional copywriters to write compelling headlines.

How to

"How to Increase Your Sales Up to 500% by Using This One Simple Strategy"

Headlines beginning with 'how to' are very successful, as the Internet is all about information. Internet users have a strong desire to learn. A headline beginning with 'how to' immediately grabs your potential customers' attention and forces them to read on.

Question

"Are You Sick and Tired of Working For Someone Else?"

Headlines written in the form of a question are very effective, as they appeal to your potential customers' emotions. When they read a headline written as a question, they'll answer the question in their mind. If the question identifies a specific need, want or desire, they'll read on.

Command

"Double Your Income Within the Next 12 months — Guaranteed!"

A command headline focuses on the most important benefit your product or service has to offer. It instantly demands

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your potential customers' attention and intrigues them to read on.

### News

"Announcing a Brand New Breakthrough in E-Publishing"

News headlines are very effective and used to announce new products and services. They are written in the form of an announcement or introduction and create curiosity.

### Testimonials

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

Headlines written in the form of a testimonial are very

effective, as they instantly begin building trust.

When writing your headlines, certain words, when combined together, will literally draw your readers' attention to your ad. Below are a few of these "Power Words" that consistently work.

Breakthrough

Discover

Discovery

Easy

Free

Guaranteed

Hidden

Incredible

Love

Master

Money

New

Powerful

Profits

Proven

Results

Revealed

Scientific

Secret

Shocked

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Shocking  
Ultimate  
Uncovered  
You  
Your

According to a Yale University study, the following words are the most powerful words in the English language.

Money  
Discovery  
Save  
Easy  
New  
Love  
Health  
Proven  
You  
Results  
Guaranteed  
Safety

Just as certain words ignite different emotions, certain subjects have a broader interest than others do. Some of the most popular subjects include wealth, love, health and safety.

Take your time and try the different formulas according to your needs. Use a combination of the power words and write a headline that sells. By learning the art of writing headlines that focus on the basic human needs and emotions, you can increase your sales considerably.

Shelley Lowery is the author of Ebook Starter – A complete ebook design kit. Subscribe to Etips, for a wealth of quality information to assist you in Web Design, Internet Marketing & Ecommerce. All new subscribers receive a free copy of the highly acclaimed ebook, "Killer Internet Marketing Strategies."  
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### **7 Tips For Killer Headlines!**

**By Wild Bill Montgomery**

**7 Tips For Killer Headlines! by /"Wild Bill/" Montgomery**

As with good ad copy, all successful headlines are written by following and using specific formulas. Where do you get these formulas you ask? I'll get to that in a moment. First you must have the information you need to apply to these formulas. This knowledge base is the result of passing information compiled and researched from past advertising campaigns, and correctly applying this information to the following formulas in future headlines. This "passing of information" is a continual process, passed on from campaign to campaign. Each time extracting what you learned from the campaign before. If you fail to document past successes and failures, you would be writing your headlines on nothing more than a "trial and error" basis.

Since you as the reader and marketer can be from any one of a million different business categories, I will list several different possible formulas and hopefully finding the one that applies to you. If you cannot find one that applies directly to your business, they may still help in your "Headline Writing Skills".

Although having a successful headline is 75% of your goal, you still must have good copy to go with it. But today we are focusing on the headline portion. If you don't have a killer headline, your copy, no matter how good or bad, will never be seen.

Headlines are used to get a direct response from your reader. You are trying to invoke a "snake bite" like reaction. You either grab them or you don't. In writing direct response Headlines you are not trying to build a relationship or bond with your reader. You want their attention no matter how much their brain is saying to their eyes, "don't stop", you must beat the brain at it's own game. You must say it that much louder and be that much more convincing, "STOP", "LOOK AT ME"!

Ok, I'm going to give you some well known "eye stopping" headline techniques.

### 1) Power Words

For a reference list of the best Power Words check

Power Words are your most important factor in writing Headlines. Without "Power Words" and "Power Phrases" you have little chance of headline

survival.

### 2) Testimonials in Headlines:

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"I was down to my last cent, but now I'm making \$1000 a week"

"This is how I became a successful in Direct Marketing"

"I needed extra money, now I'm making more than I ever expected"

### 3) "Testing Your Reader"

Vanity and Superiority are strong marketing and sales tools. Testing is but one use of these universal qualities:

"Pass this test to qualify"

"Can you pass this Small Business Survival Test?"

"If you pass this test, your dreams can come true"

### 4) "One and Two Word Headlines are Attention Grabbers!"

Examples of one-words:

MONEY

FREE

CASH

OPPORTUNITIES

HOMEWORKERS

EARN

SUCCESS

PROFITS

Examples of two-words:

MONEY MAKERS

FREE SAMPLE

INSTANT CASH

UNLIMITED OPPORTUNITIES

HOME WORKERS WANTED

EARN MORE

SUCCEED NOW

INSTANT PROFITS

### 5) The "Don't Buy" Technique

This headline is effective because you are telling the reader something their eyes don't expect to see. Don't Buy?

"Don't waste your money, Read This Report First"

"Don't buy ....., until you have seen our prices"

"Don't spend money needlessly. Get The Facts First"

6) Speak to the Reader, not at the Reader

"I'll train you to be a success"

"If you follow my program, I'll help you to success"

"They thought I was crazy, after reading this, will you"

7) Specific Targeting

"Attention: Stay at home mothers"

"To Part-Time workers who want to supplement their income"

"Bread winners, coming up short lately? We can help you"

What I have shown you here are the top Headline Writing Techniques, all of which have worked for me in the past. I didn't give this word it's due credit above. Do you know the all time, unbeatable, never-ending winner of headline grabbers? I'll bet you do. Of course it's the Super Power Word "FREE". This one Power Word is rightly known as the most powerful headline word past, present and future.

"Wild Bill" Montgomery <http://www.MakingProfit.com> We've Featured Over 110 Articles in only one issue of our newsletter. How many do you get in yours? Why Play With Puppies, When The Big Dog Rules! Get The Best In Marketing & Business Information! To Subscribe go to or Email to



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