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**The Strange Avalanche Iceman Headline Techniqu**

**By Grady Smith**

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Curiosity. Intrigue. Mystery. All strong components that grab readers of your headlines by the ear a quite literally drag them into the rest of your copy.

Of course, if you've spent anytime studying headline creation, you know that the headline can make or break your sales letter. And the fact is, if you can't push your readers past the headline --infusing them with excitement and a commitment to get in and devour the rest of your sales letter -- then you aren't going to see an ounce of profits for your efforts.

So how can you propel readers into your sales copy? Is there really a way that nearly anyone can create a winning headline that not only strikes interest in your readers, but has them hanging on your next word?

I'm here to tell you there is a way. And it's much simpler than you might think.

First, of course, you want to write a headline that makes a promise and sums up your offers strongest benefit. An example would be writing the following...

"How A Complete Failure In Business Started A Million Dollar Internet Business With \$57, And What You Need To Know To Imitate His Success."

It's a simple headline. But it gets across the point that anyone can do this on a shoestring budget.

## The Strange Avalanche Iceman Headline Technique

But will people read it? And more importantly, is there enough juice behind this headline to build suspense and have the readers eager to read the rest of the sales letter to find out how the person mentioned in the headline is doing it?

Perhaps. Only testing the headline would tell us for sure. But, by using the simple "Strange Avalanche Iceman Headline Technique", we can take that same headline and set it on fire.

Here's how it works...

People are moved by words. And certain phrases and words create strong mental pictures in our minds. Just look at the name of this headline technique and see what I mean:

It's designed to peak your interest. After reading the name of this technique, you might wonder what's so strange about it? Why is it called the "Strange Avalanche Iceman Headline Technique"? And what the heck does cold stuff have to do with creating headlines?

Questions like this create a need for answers. And if you can raise questions in your headlines that propel people to look for answers, then you're going to get them into the body of your copy.

So, let's take the headline I wrote earlier. And let's add a little punch to the headline so it creates some curiosity.

"How A Complete Failure In Business Started A Million Dollar Internet Business On \$57 Using This Super Strange Technique He Learned From A Cereal Box, And How You Can Use Exactly What He Does To Make YOUR Millions Too".

Does that create interest for you? If so, why?

Chances are good most would read this headline and wonder what's so strange and how someone could start a business with a technique on a cereal box, which nearly everyone gets their breakfast out of, and most of us read while we eat.

And that's the power behind it. People want to read on to discover the whole story. They feel an irresistible urge to get to the bottom of it fueled by hundreds of thoughts that they need immediate answers too.

Does it work? Like a charm. But the best way to see it is to actually put it into action for yourself and gage the results against your existing headlines. Believe me, the 10 minutes you'll spend creating intriguing headlines will be well worth the investment.

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### **Does this Headline "Grab" Your Attention?**

**By David McKenzie**

#### **Does this Headline "Grab" Your Attention? by David McKenzie**

If you are reading this first sentence then the answer is yes.

You see, the objective of the headline is to get the reader to keep reading.

Whether it's an article, a sales letter, an ezine ad or just the subject heading in an email, the objective of the headline is to get the reader to read more than just the headline. To read the next `bit'.

So what makes this headline an attention grabber?

Let's look at 4 points within this headline that makes it "grab" the readers attention.

#### 1. Ask a Question

If you ask a question in your headline then the reader is inclined to want to answer the question themselves. The reader is intrigued. This prompts the reader to read on. Asking a question is one of the best ways to `grab' the attention.

#### 2. Use Inverted Commas

Use inverted commas around a single word as I have done, or around a group of words or the whole headline. The inverted commas themselves actually highlight something that the reader can latch on to. If you had 10 headlines and 1 had inverted commas around it, then it's more likely it would be the most

read headline.

There is another benefit to using inverted commas around the whole headline. It often means that in an alphabetical list of headlines you will be near the top. This is because inverted commas come before the letter "A".

### 3. Capitalize the First Letter of Each Major Word in the Headline

Capitalizing each `major' word in the headline grabs the readers attention. However do not capitalize every word. Do not

capitalize words such as `a', `the', `of', `to', `on', `in' and `an' unless they are the first word of the headline. It's just not necessary.

Take a look at the `headline' above for point 3. The words `the', `of' and `in' are not capitalized. Let's see what this headline would look like if they were:

### Capitalize The First Letter Of Each Major Word In The Headline

It just does not impress as much. There is no distinction between the words. The `major' words do not stand out as much.

However, in the headline under point 3 the following groups of words stand out more because they are separated by the not so important words:

Capitalize

First Letter

Each Major Word

Headline

### 4. Use powerful words

"Grab" is a powerful word. So is "Free". Even "Powerful" is a powerful word for that matter. Try and have at least 1 and maybe 2 powerful words in your headline. These powerful words will draw in the readers attention and prompt them to keep reading.

## The Strange Avalanche Iceman Headline Techniqu

Use these 4 techniques to help you write better headlines. Get the headline wrong and there is no use writing the article, the ezine ad or the sales letter.

Get the headline right and you are half way to making the sale or obtaining a new ezine subscriber.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course  
<http://www.brisney.com/how-to-write-free-articles.htm>



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