

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Web Site Copywriting – The Headline Said What?

By George Dodge

One of the most important aspects of web site copywriting is learning to write good headlines. But what, exactly, is a good headline?

A good headline grabs the reader's attention and actually draws him or her into reading the article below it. In today's world, the headline is more important than ever before. With so many people living very busy lives, many people don't take much time to read more than the headline. It's important, then, for your headline to be informative and to draw the reader down into the article.

When you provide concise, informative headlines in your web site copywriting, you provide a great benefit to the reader. You show that you value his or her time when you can communicate your product or service's benefits in a headline.

The headline trend is not unique to the Internet. The same goes for newspapers, television and radio – busy people these days need their news in an extra brief form, like a headline provides.

When preparing your web site copywriting, try to create a call to action in your headline. If you want potential customers or clients to ACT NOW, say so.

You've heard that you won't get the sale unless you ask for it, right? Look at the call to action in your headline as your way of asking for the sale. Phrases such as "Call today," "Act now," and "Limited Supply" all create a sense of urgency. If you don't act now or call today, you might miss out.

And, of course, limited supply lets potential customers know that they must act quickly to get part of the available supply. If possible, be specific when mentioning "limited supply." For example, "...only for the first 500 people to order..."

While most people who have journalism experience have been taught to avoid the use of "You" in a headline, the rules are different for the Internet and web site copywriting. The Internet is a more personal experience. After all, a person may search online for whatever he or she desires. The use of "You" in a headline further tailors the personal experience for the reader. "You" is actually encouraged

in online headline writing and Website copywriting.

When you are using the Internet as your source of sales, remember that your web site copywriting must find a way to ask for the sale. The best, most efficient way to do this is through the headline. It doesn't have to be a clever play on words or a tongue twister in order to grab attention. Instead, it should focus on the readers' emotions regarding your product or service. Not only will you be selling your product faster, you'll be helping readers better use their time by writing concise headlines that are to the point and informative.

George Dodge is owner of

<http://www.CompellingWebCopy.com>

where you will discover 757 explosive

Web copywriting techniques guaranteed to skyrocket your sales and stuff more cash in your pocket – even if you haven't written a thing since high school!

Profit Boosters Copywriting Checklist

By Mike Pavlish

You can use this copywriting checklist when you are copywriting – or to evaluate copywriting. It is based on what works best from over 1,200 copywriting projects we have done since 1978. It will lead to significantly more response from your copywriting.

Before writing:

1. Study the company and the product/service being sold thoroughly so you have all the information you will need.
2. Research the prospects and the market to determine what benefits the prospect wants most, secondary benefits wanted, objections, and what would get him to buy now. Key: Don't guess; research.
3. Develop the main emotions you can touch with your copywriting for this project, and how you will do it. The strongest emotions are love, fear, greed, acceptance, survival, anger, and health.
4. Think like your prospect; and not like the marketer.
5. Develop the best offer(s) you can make to the prospect. Your offer includes pricing, terms, bonuses and guarantee.

At this point, you know the company and product, what the target prospect wants most, his objections, the main emotions you can touch, and you have developed a terrific offer.

Web Site Copywriting – The Headline Said What?

Headline and start of copy:

6. Write at least 20 different headlines before choosing the best one.

Headline winners include a big, bold promise of the benefits the prospect wants most, specific figures, a guarantee, credibility enhancers, a special offer.

Legendary marketers John Caples and Claude Hopkins proved that one headline can pull 10 times the response as another headline ... with no other changes in the copywriting.

7. Start of copy should re-enforce the main benefit(s) of the headline, elaborate, and incorporate the secondary benefits the prospect wants most.

Body of copy:

8. Develop the prospect problem and pain points. Reinforce how these problems will remain or even get worse unless he takes action, and how your product/service is the best solution.

9. Copywriting should be first person, one-to-one, conversational.

10. List the prospects likely objections to buying, and overcome those objections.

11. Sincerely flatter the prospect if you can.

12. Get the prospect to mentally "picture and enjoy" the end-result benefits of buying.

13. Use testimonials, specifics, tests, clients, studies, success stories and memberships to add credibility and believability.

14. Be sure it is easy to read and "scan". Use sub headlines with prospect benefits, short sentences, short paragraphs.

15. If any copy is dull or boring, cut it or revise it.

16. If the flow gets slowed or stopped at any point in the copy, fix it.

17. Copywriting must be passionate, enthusiastic.

18. Create urgency to get a response now.

19. Tell the prospect what he will lose if he does not respond now.

20. Tell the prospect exactly what to do.

21. Close, Close, Close. Get action now.

Mike Pavlish is the president of Profit Boosters Copywriting. They have completed more than 1,200 copywriting projects for clients since 1978. Fees start at \$3,000.00 and up. He can be reached at

<http://www.ProfitBoostersCopy.com>



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**