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# Foreword

Plainly put, copywriting is the authoring you utilize in your written promotions. This may include your advertisements, internet site, pamphlets, catalogs, business cards, sales letters and a lot more.

Copywriting is what you utilize to get your buyers and potential buyers to take a certain action. For instance:

- Telephone you for additional info
- Pose an order
- Sign on for your e-zine
- Get them to refer a acquaintance to your endeavor

A lot of business owners make the error of believing they may simply throw their copywriting together. I congratulate you for choosing to take the time to study this guide as the info in it will position you ahead of a lot of other small business owners who make this error.

Think about this:

If somebody travels to your site or reads your pamphlet, you aren't there to answer their enquiries or to convince them how awesome your product is. Your words have to accomplish that for you. Put differently, you require effective copywriting.

This is going to demonstrate to you how to accomplish that.

## ***Copywriting - part 1***

# Chapter 1:

## *Why The Top Is The Most Important Aspect?*

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### Synopsis

First matters, first, each part of your sales page is significant. One improper thing may totally make it not as effective. And so, you need to make it a point that entire thing is solid.

Having stated that, if you were to place me up against a brick wall and enquire what the most significant portion of a sales page is, I would have to state the headline and the subheadings. In this chapter, I'm going to explain why this is the case and why you need to spend most of your time working at your headline.



## **The Beginning**

In order to comprehend why the headline is so significant, you have to comprehend what's going through the brain of your customer as they hit your sales page.

Of course, they're going to be traveling to your sales page from an assortment of places, but let's simply imagine that they're coming from some sort of pre-sell page. That pre-sell page, if it's doing its task right, is going to groom the customer by training them to expect to see something once they arrive at that page.

For instance, let's suppose that your pre-sell is for an organic acne remedy and in the pre-sell you bring up that this remedy will heal the person's acne in 4 days without drugs. This is sure as shooting going to get a rise out of the customer.

So, once they travel to the sales page itself, don't you believe that witnessing a headline like, "Expose An Organic Acne Product That Will Heal Your Acne In 4 Days...With No Drugs" is going to register straight off as it coincides with the pre-sell...whatsoever that pre-sell was? This is how come a headline is so significant. It reinforces that what the customer is searching for is actually at this web site.

Statistics demonstrate that if a headline is decently doing its job, it will account for approximately eighty percent of your sales. That's correct...eighty percent of the individuals who purchase your product have already made up their mind simply because of your headline.

And then, what do you believe is going to occur if you have a pitiful headline? What's going to occur is eighty percent of the individuals who come to your page will likely never even get on the far side of that headline. Few, if any, will even go through your initial paragraph.

Point is, regardless how great the remainder of your sales page is, if the headline does not accomplish the job that it is supposed to accomplish, most individuals won't get to see your awesome bullet points, testimonials, bonuses and slayer price.

They're already long off your page.



# Chapter 2:

## *Writing A Powerful Headline*

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### Synopsis

Headlines are significant as they're the initial attention- grabbers. Capturing attention, naturally, is the initial step in finishing the sale. This opener centers readers' attention on the remainder of your sales content, whatever form that content takes -- advertisement, pamphlet, catalog, bundle or statement insert, flyer, mailer, or internet site. Headlines may in addition to that help you pinpoint the audience ("Attention beginner businessman!")

It is crucial to make the headline as potent and mighty as possible. How come? Because 8 times as many individuals read the headline as read the remainder of your advertisement.



## Choose The Words

Here are quick-starts for producing irresistible attention-grabbing headlines:

### **1. Twist of words**

This strategy is popular as it's among the most sensational. You begin with a basic phrase or saying, then bestow a slim twist. But mind cleverness for its own sake. Remember, your task here is to sell, not to entertain or amuse.

- Waist not, want not. (Dieting center)
- How to sale away. (Sales seminar)
- If these stuffed creatures are exposed to 105 temperature, they'll dye. (Woolite)
- What nut did this? (nut manufacturer)

Most "clever" headlines are composed not to supply clarity but to observe the copywriter's wit. That's why they bomb.

Here's an illustration I discovered. It was not long before Christmas and the ad was for a cordless telephone set.

"Give the gift that's an awesome conversation piece."

You are able to see how the copywriter was attempting to be ingenious. You talk with individuals over the telephone; ergo, a telephone is a conversation piece.

Naturally, this line is bunk. When was the last time you had a conversation about a cordless telephone? A telephone isn't a

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conversation piece. The ingenuity of the copywriter does nothing to clarify his or her content.

This is what an ingenious headline looks like:

"Advance your slideshow without retreating to the projector."

Yes, it's ingenious. There's a play on words in the apposition of "advance" and "retreat."

However what is different and impressive about this line is that the play on words imparts value to the content.

It's valuable as the word "retreat" isn't merely the opposite of the word "advance."

The word really captures the frame of mind of the speaker or presenter. If you like to move about when you speak, you frequently feel a loss of flow and momentum when you have to go back to your laptop to push a key. You truly do "retreat." There's a sense of moving backward and then having to recover the flow of your talk, till the next slide, and so forth.

This actually adds depth and feeling to the headline.

A play on words isn't adequate. That play likewise has to add a different, valuable level of meaning to the content.

## **2. A query**

Develop your question from the reader's viewpoint. You need the readers to have asked themselves the question already - you're about to supply the resolution! -- Or to at least understand the idea. Prevent asking questions that readers may answer with "yes" or "nope" -- if they answer "nope," you have lost them.

The power to ask open-ended questions is really crucial in many careers, including teaching, counseling, mediation, sales, fact-finding work and journalism.

An open-ended question is configured to promote a full, meaningful answer using the subject's own knowledge and/or feelings. It's the opposite of a closed-ended question, which promotes a short or single-word answer. Open-ended questions likewise tend to be more objective and less leading than closed-ended questions.

Open-ended questions commonly start with words like "Why" and "How", or phrases like "Tell me about...". Frequently they're not technically a question, but a statement which implicitly invites a response.

Illustrations:

### **Closed-Ended Question**

- Do you get along well with your foreman?
- What color shirt are you wearing?
- Who will you vote for this election?

## Open-Ended Question

- Explain to me about your relationship with your foreman.
- What do you believe about the 2 prospects in this election?
- That's an intriguing color on the shirt you're wearing.

Perhaps the most famed (or infamous) open-ended question is "How does this make you feel?" or some version thereof. This has gotten to be a cliché. The reason it is so widely utilized is that it's so good.

In journalism, accounts are all about individuals and how they're impacted by events. Audiences wish to go through the emotion. Although modern audiences tend to wince at this question, it's so valuable that it carries on to be a standard tool.

In psychological science, feelings and emotions are central to human conduct. Therapists are of course keen to inquire about feelings.

### **3. Effect a challenge or command**

Challenges or commands are effective since:

a) They confront the readers, involving them instantaneously in your content, or

b) Tell them to accomplish something, provoking the 1st action toward an eventual sale.

- I defy you to burn this voucher. (charcoal company)
- Put a tiger in your tank. (Gas company)
- See what it takes to touch the sky. (Air Force)

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The title producing urgency lures reaction when utilized for writing for the net.

Your headline has to be engaging and intriguing so that it excites those that read your info. It likewise may be stated in the form of urgency. Utilize this formula when you wish the reader to take some sort of action.

- Supply them with an offer for a limited time period.
- Provide limited supplies of a certain product.
- Say that this is a seasonal special.
- Utilize a time stamp saying that you'll beat any rivals price for a day, week, month, and so forth.
- Why not provide them a free gift when they take a certain action.
- Daily deals - this is an awesome way to produce reaction.

All of these have to be taken seriously by you. If you state limited time offer then you have to see to it that, at the end of the time you defined, the offer is no longer useable.

#### **4. Explain how to, or how come**

Headlines that explain "how come" or "how to" are certain successes as they promise the reader resolutions, worthy info, or sound advice.

- How to quit smoking in thirty days. (Dependency platform)
- How come 50,000 airline flight crews choose this roll-aboard. (Luggage product)

- How to turn your future party into a Royal ball. (Crown Royal Whiskey)

How to sell your home if the market is depressed.". Start with 'how to' which appeals to the reader's want to learn. If the headline provides a solution to their situation they'll carry on reading.

## **5. Ask for**

This is the more polite side to point number 3. Instead of commanding, you "ask for" readers to take the opening move toward the sale. This may be a more advantageous approach for many sorts of products and services whose "personality" is elite, rarified, elegant or expensive. This may likewise be an effective strategy to highlight your audience.

- Homeowners: ask me over to trash your home. (Garbage service)
- Come to our place for a bit of calm. (Oceanfront hotel)
- Join us for tee. (Golf club)

## **6. Declare huge news**

News may be anything from a fresh product or service to a fresh application of an existent product or service. You are able to likewise announce a particular event or sale. Utilize the terms "at last," "Introducing," "Announcing" or "The First" to scream out your news.

- At last, a cruise as great as its brochure. (Cruise Line)
- Introducing the awesome soap for weight loss and skin health. (Soap)

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## **7. Utilize a recommendation**

Recommendations/testimonials are potent as they come from real individuals - individuals just like the prospect who's reading your advertisement, pamphlet, mailer or site. A great example that you've likely seen a lot of times is the Publisher's Clearing House TV commercial message in which past winners tell us about the kick of winning huge prize money. Here are a few headline illustrations:

- "I lost sixty pounds in 8 months." (Diet program)
- "I adore the fan I bought from you -- and I want a different one for the bedroom!" (Ceiling fan company)
- "It's like going to my favorite golf resort daily after work."  
(Retirement community)

## **8. Create an offer**

This sort of headline is particularly appropriate for retail stores. But additional sorts of businesses utilize it, also.

- Pure silk blouses - 40% off! (Women's haberdashery)
- Prize deal on prime ribs, this week only. (Eating place)

# Chapter 3:

## *Understanding The Psychology Of Headlines*

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### Synopsis

Words are not attended to equally by all. Fields of study expose that we place our attention toward words differently hinging upon our own biological or personality traits. For instance, individuals with eating disorders pay better attention to words pondering body parts or body image than other people, and in additional experiments 'taboo' words call for more time to reach conscious awareness than words missing taboo intensions.

I once read that a word is like an existing being, capable of maturing, changing, spreading, and molding the world in a lot of ways, directly and indirectly through other people. I never considered a word being 'live' but then I remembered words spoken 3,000 years ago, put down and passed across many generations, and they feel quite alive when read or spoken nowadays. As I think over the might of the word to stir up and divide, to quiet and connect, or to produce and effect change, I'm ever more cautious in what I say and how I hear the words around me.

The effect that words may have is unbelievable: to inform, persuade, hurt or ease pain, end war or begin one, kill thousands or even millions of individuals. They may get your point across, or ruin any hope of your ideas ever being interpreted. A huge element of selling is the words, which ones and in what order.



## What's Behind It

When utilizing words, among the major considerations has to be how to accomplish the most affect upon your audience. If the words selected don't have an impact then there truly isn't much point in saying or authoring them. How then do you achieve the most effect from your words?

**1st, let us analyze the ways in which words may have an effect. Every word has 2 definitions, the denotative and the connotative.**

The denotative meaning is essentially the dictionary meaning, the one that nearly anybody may comprehend who speaks or wants to speak the language.

For instance, consider the word "chair". It has a denotative meaning: a piece of furniture planned for one-man to sit on.

Anyone may point at such a piece of furniture and the audience will reply with "chair" (or whatever word implies "a piece of furniture planned for one-man to sit on" in their language). It's this denotative meaning pupils learn in foreign language classes so they'll know the word "chaise" means "chair" in French.

Still, of greater importance, especially in advertising, is the connotative definition, the definition every person calls forth in their brain in response to listening to or reading the word.

This definition may be denotative effectively, but rigorously individual. For instance, somebody hearing the word chair will

seldom think "a piece of furniture planned for one-man to sit on." Rather they'll imagine what they regard as a chair. It may be a desk chair, a wing chair, a dining-room chair, or whatever picture comes out before the mind's eye exemplifying to that individual a "chair".

This isn't a particular image standard to all, but a universal concept depending on the person. This is why individuals utilize modifiers like adjectives and adverbs: they narrow down the basic concept to one particular to the speaker's purpose. Therefore, once the speaker has a picture of a wing chair, he adds the modifier "wing". This keeps the audience from thinking of a desk chair.

Therefore the connotative definition of a word may be denotative effectively. But, of far more importance is that the connotative meaning of a word may bear a firm emotional content. Put differently, the audience may react emotionally instead of intellectually to hearing or reading a word.

For instance, let us take the term "snake". The denotative definition, a cold-blooded, legless reptilian, has little emotional content. The connotative definition, all the same, may bear a potent impact, hinging on the individual's percept of a snake. It may be a cool, dry, pest eliminator, or a cold, slimy, foul fiend. Whichever reaction you had, it's your individual connotation, your emotional reaction to the word.

Why is this important? It's because the biggest impact of words comes from utilizing the connotative meanings to impact the audience's emotional reaction.

One reason for this is that you can't debate away emotions as they don't react to logic. Thus if you are able to make your audience agree with your viewpoint on an emotional level, your rivals logical arguments won't sway them about why they should not feel that way.

That you can't argue away emotions is solely one of the grounds that connotations have an effect.

**A different is that abstract words are nearly entirely defined by their connotations.**

Abstract words like truth, beauty, and justice imply what the person feels they imply. There's no referent he may point to as a concrete illustration. Therefore, abstractions affect most individuals emotionally. If, consequently, you are able to make a discussion of abstractions emotional by individualizing them, they may have a better impact.

**A different element of words that's crucial is that there are concrete and hazy words.**

Concrete words are those that bear definite referents. That is, you are able to point at an illustration of what you mean by that word. For instance, the word "chair," you may point at the concrete item. Concrete words have definite denotative meanings, and frequently have weak emotional connotations.

Hazy words are those that bear no concrete referents, for which there's no object that may be pointed at to clear up what the speaker means. Hazy words may imply whatever you believe they imply, and therefore may imply different things to different individuals. For

instance, one hazy word is "beauty." Beauty really is in the eye of the observer, is dependent on culture, and changes from time to time and individual to individual.

The thing that's clear is that hazy words are nearly all connotation, with their denotative meanings dependant on who's defining them.

Plainly some words have inbuilt responses: mother, patriotism, reality, God, Allah, barf, dentist. Whether somebody is for or against any of the constructs represented by those words, even so there's an emotional response.

But, most words don't, in and of themselves produce responses. Even so, when placed in combination with additional words, phrases may have heavy effects. By selecting terms according to their denotative or connotative meanings, you may increase or decrease their affect on your audience.

### **An effective utilization of words that's frequently utilized in advertising is utilizing logical fallacies.**

These fallacies, "tricks of the trade," are deceptive and are not sound reasoning, based as they are on word choice and syntax instead of evidence. They sound like evidence, but are genuinely lacking evidence.

The common way to produce the tricks of the trade is by blending concrete and hazy words, denotative and connotative meanings. Hazy words are especially useful, as it's possible for the copywriter to mean one thing by a word, recognizing all the while that the normal reader will presume the meaning is something completely different.

For instance, "made in America" is a hazy phrase. It appears to be stating that the product is fabricated of parts built in the U.S., assembled by U.S. citizens working in a factory in the U.S. In point of fact, there might be only a small percentage of the parts constructed in the U.S., and U.S. might include Canada and Mexico, which are likewise part of North America.

**The black/white, or either/or, trick is bringing in a statement that supplies insufficient choices to your argument.**

"Love it or leave it" was a huge catchphrase of the 60s, and it sounds lucid. Yet, it supplies no additional possible choices, like "Love it, or don't love it, stay or not, you don't need to agree with me if you don't wish to."

The reason this is frequently called the black/white fallacy is that it refuses any shades of grey on a matter or idea. Utilizing it affords the impression that everything may be seen in terms of yes or no, true or false, on or off, without any maybes or both true and false depending upon conditions allowed.

A basic way in which this trick is utilized in advertising is by exhibiting 2 situations, one with the merchandise and the other without.

The one with the merchandise shows conditions that the adman assumes the target audience wants to be in and contrariwise for the situation without the merchandise. For instance, you have 2 groups of individuals: the 1st is young, beautiful, fit, pleased, fun-loving and active; the 2nd is old, horrifying, out-of-shape, pitiful, and apathetic.

The first utilizes the merchandise; the 2nd doesn't. The fundamental premise is that the merchandise is an inherent part of making you a member of the 1st, that the absence of the merchandise makes you the 2nd.

As most individuals would prefer to be the 1st, and the merchandise is a part of being the 1st, then individuals ought to purchase the product. And they do.

**The genetic fallacy brings in a prevision about something based upon where it came from or its beginnings.**

For instance, stating "He wouldn't do that--he's from a great family" is making a genetic fallacy. "You can't expect any good from her--she's from the slum area" is likewise utilizing a genetic fallacy.

In advertising, this fallacy is utilized frequently: "If it's constructed by [company], it must be great" is an illustration. Such statements might indeed be real, but they require evidence as proof, not simply an affirmation of origin.

**Begging the question is bringing in a statement that includes an assumption that hasn't been proven, essentially saying that something is merely because it is.**

For instance, the statement "Johns dirty books ought to be banned" is begging the question; in that it bears the unproven assumption that the books are dirty.

**Weasel words are those words that are chucked into a sentence that alter the real meaning of the sentence while allowing for an impression that's different.**

It's the simplest way to avoid having to claim any responsibility for anything you state, or appear to state. For instance, the sentence "Our canned peas are as great as fresh cooked peas."

The mental picture presented is that the canned peas are as great (whatever that means) as peas right out of the garden. But, the phrase bears a weasel word: "cooked". Therefore, the sentence really says that the canned peas are as great as peas that have been cooked; now you have to cook it again to serve it. Observe the sentence doesn't say that the canned peas are as great as fresh peas; it's as great as fresh cooked peas.

A favorite weasel word is among the shortest: if. "If the entire world may enjoy [use, purchase, want, etc.] [whatever the merchandise is], then so may you" says utterly nothing about the merchandise, or even if anybody at all enjoys [uses, purchases, wants, etc.] the merchandise. It merely states "if", applied to a totally hypothetical, lacking state of being. Even so, that weaseling out of really having to evidence a contention is a huge way of seeming to demonstrate a contention.

A different basic way of utilizing weasel words is utilizing passive predicates. For instance, rather than stating "I think that" (active predicate), you are able to state "It would appear that" (passive predicate).

In the 1st case, if anybody challenges your statement, you have to defend your position. In the 2nd, however, if anybody challenges you, you may avoid any obligation for defending the statement by explicating that you only said "it would appear that", not that you concur or that the statement had any validness in the first place. You may evade responsibility as you never really said it's what you believe, even if, at the time, it was.

**A dangling comparative is a statement which appears to be likening one thing to another, but in actuality never really says what the thing being likened is being likened to.**

What normally occurs is that the comparison is left up to the audience to finish. For instance, "Our tires stop 10% quicker." Notice that the statement never states what the tires stop quicker than. The audience would of course expect it to be other tires, and would mentally complete the statement. But, that isn't what was stated.

The comparing is left open, and may be other tires (in which case, it would be firmer to really say so), but it likely isn't other tires. It may just as simply be donuts.

**A complex question is one that seems to be asking for a yes or no reply, but is actually two yes-or-no questions that are commonly conflicting.**

A long-familiar illustration is, "Are you still beating your mate?" It appears to be asking for a yes or no reply, but regardless how it's responded to, it objurgates the respondent. Reply yes, and he's still beating his mate; say no, and he used to.



**Buzz words are words that appear to state something, but what?**

They're exceedingly popular in advertising. For instance, a huge word is "crisp" when used for soda or wine. What does this word imply? That the drink crunches like glass if you drink it? You chew it like chips?

Therefore we may see that buzz words have little or no meaning in and of themselves. What meaning they do bear is based on the connotations individuals provide them (which frequently come from the way the individuals utilizing them give them) instead of their real denotative meanings.

**Like genetic fallacy is guilt by association, in which you ascribe features to somebody or something based simply on the company they keep.**

It's the "lie with dogs, rise with fleas" syndrome, where one's personal features are dwarfed by the true or presumed features of one's associates. If your acquaintances or loved ones are communists, you have to be one, as well. If you know a crook, you're likewise a crook. Again, it might be real, but association isn't proof of anything.

In advertisement, guilt by association is commonly a favorable statement about the merchandise instead of a negative one. That is, the affiliations are favorable instead of negative. For instance, a product has to be great as it's affiliated with great things or individuals: an automobile must be great as a racer has one. Once more, the quality must be there, but that it keeps great company doesn't prove its value.

**Humpty Dumpty was really great at self-definition: "When I utilize a word it means simply what I prefer it to mean--neither more nor less."**

This fallacy is really fashionable with individuals who want to misdirect, and is especially effective utilizing those tricky words that have no concrete referent. Such words as reality, beauty, justice, democracy, patriotism, love, and defense imply simply what the individual utilizing them states they mean, presuming he or she really says what they mean. It's in that way that self-definition works best: utilize a word that you anticipate your audience to define one way, but mean a different way when you utilize it.

Let's view an illustration. A premier word is "justice". Most individuals will concur that justice is something everyone wants. But, when you utilize the word and get your audience to concur with your desire for justice, you might mean vigilantism. Rabble-rousers utilize this strategy with great effect.

In advertisement, self-definition is really effective. If the merchandise is a beauty aid like mascara or eyeliner or lipstick, the advertisement will display a model wearing the make-up. Her look is the definition of "beauty". To be "beautiful" the consumer has to therefore utilize the advertised merchandise.

# Chapter 4:

## *Headlines Examples*

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# Synopsis

Here are some examples to get you jump started on writing your own.



## **To Get You Started**

So, you are seeing too many of those “how to” and list headlines, and wish to attempt a few different angles?

Let’s move on the far side of those basic headline formulas you see again and again, and add a little fresh blood to your attention-grabbing arsenal.

### **The Secret of [whatever]**

This one is utilized quite a littler, but that is because it does work. Portion out insider knowledge and transform it into an advantage for the reader.

The Secret of Successful Marketing

The Secret of Keeping Your Assets in Divorce

The Secret of Acquiring Your Home Loan Approval

### **Who Else Wants [whatever]?**

Beginning a headline with “Who Else Wants...” is a classic social substantiation technique that connotes an already existing consensus desire. Although overused in the Internet marketing field, it still works like crazy for other content.

Who Else Wants an Awesome Pre-built Membership Site?

Who Else Wants To Be Able To Pay Their Bills?

Who Else Wants More Peace and Less Stress?

### **Little Recognized Ways to [whatever]**

A more intriguing (and rarer) way of achieving the same thing as “The Secret of...” headline.

Little Recognized Ways to Cut Down Your Bills

Little Recognized Ways to Hack Sites

Little Recognized Ways to Slim Down Rapidly and Safely

### **Here is a technique that's Helping [whatever] to [whatever]**

Merely identify your target audience and the advantage you are able to supply them, and fill in the blanks.

Here Is a Technique That's Helping Drivers Save Hundreds on Their Insurance Policy

Here Is a Technique That's Helping Kids Learn to Read Earlier

Here Is a Technique That's Helping Bloggers Get More Attention

### **Here's a Fast Way to [resolve an issue]**

Individuals love fast and simple when it comes to resolving a nagging issue.

Here's a fast Way to bounce back from a Cold

Here's a fast Way to Get Your Kid Out Of Diapers

Here's a fast Way to Protect Your Data

### **Do Away With [issue] Forever**

A classic formula that describes either a painful issue or an unrealized desire that the reader wishes to rectify.

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Do Away With Your Procrastination Forever  
Do Away With That Pet Odor Forever  
Do Away With That Bad Skin Forever

**Now You Are Able to Have [something worthy] [awesome condition]**

The is the “have your cake and eat it too” headline — and who doesn’t love that?

Now You Are Able to Quit Your 9-5 and Bring In Even More Cash  
Now You Are Able to Meet Sexy People Online For Free  
Now You Are Able to Run Flash On A Tablet

**[Accomplish something] like [world-class illustration]**

Gatorade used this one fully with the “Be Like Mike” crusade featuring Michael Jordan in the early 90s.

Speak French Like jean Claude Van Dam  
Party Like Snooky  
Blog Like a Guru

**Get a [or] form a [whatever] You May Be Proud Of**

Appeal to conceit, dissatisfaction, or shame.

Form a Body You May Be Proud Of  
Get a Smile You May Be Proud Of  
Form a Blog Network You May Be Proud Of

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## **What Everyone Should Know About [whatever]**

Huge curiosity draw with this sort of headline, and it acts virtually as a challenge to the reader to go ahead and see if they're lacking something.

What Everyone Should Know About Organic Foods

What Everyone Should Know About Short Sales

What Everyone Should Know About Authoring Awesome Headlines.

# Chapter 5:

## *Headline Swipes You Can Use*

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### Synopsis

Why blow time attempting to come up with the next best headline when you are able to swipe from the masters! And by swipe, I mean adjust these headlines (and additional proven ones) to your own sales letters. Sentences and paragraphs may be copyrighted. Ideas can't.





## **A Starting Point**

On with the headlines...

"If You've Got 19 Minutes Before You Play Your Next Round Of Golf... I'll Show You How To Knock 10 Strokes Off Your Score. It's Simple, It's Easy, And I Guarantee It Will Work For You... Or I'll Pay You \$10!"

"How A Totally Self-Taught Pip-Squeak Golfer Ignored Everything The So-Called "Experts" Teach... And Stumbled On The ONE SECRET To Instantly Adding Dozens Of Accurate Yards To Your Tee Shots... Especially If You're Too Short, Too Tall, or Too Out-Of-Shape!"

Simple 2-Step Secret Instantly Slashes 10-to-20 Strokes Off Your Very Next Round Of Golf... Legally... And Without Even Trying!

Who Else Wants To Quit Slicing Forever, While Adding 40 Yards To Your Drives And Hitting The Middle Of The Fairway... With Every Tee Shot From Here On Out!

"Superstar" PGA Teaching Pro Finally Agrees to Reveal the Secrets of Hitting Your Fairway Woods Longer and Straighter Than You Ever Thought Possible — Without Ever Messing Up Another Crucial Fairway Shot For As Long As You Live!

Why Are Men Who Hunt Professional Killers Doing All They Can To Spend One Hour With This Guitar-Playing Streetfighter From L.A. Who HATES TO FIGHT?

"The 7 Stupid Mistakes Most Men Make That Can Get Their Loved Ones Carjacked, Robbed, Kidnapped, Sexually Assaulted Or Worse!"

Find out why so many world-class fighters are scrambling to be the first to see this astonishing "end it quick" fighting system... the first real advance in streetfighting in over four long years!

“Stop Wasting Time Learning New Skills... And Learn To Supercharge The Skills You Have NOW To Kick Anyone’s Ass Who Dares Go Against You!”

World-Famous Streetfighter Reveals The 10 Deadliest Mistakes Most People Make In a Real Fight - And How To Avoid Them!

Why Are Bigger, Stronger, Taller And Meaner Thugs Absolutely Terrified Of Challenging This Mild, Middle-Aged (And Undefeated) No-Rules Cage Fighter?

Secret New Fighting System Will Make Even A Black Belt Karate Expert Putty In Your Hands!

Did You Know There's \$31 In Your Account Here?

For The Eyes Of TRS "Hotlist" Customers Only: URGENT AND CONFIDENTIAL

Why Almost Everyone Is Dead Wrong In How They Train For Massive Size, Strength And Power!

Get 3 Years Worth Of MONSTER GAINS In Your Toughest-To-Grow Spots... In Just 3 Short Months... Guaranteed!

Brought to you by <http://www.SuperSalesMachine.net>

Canadian Sports Doctor Reveals Amazing Diet Secret That Replaces Steroids And Forces Your Body To Melt Fat Like Butter In A Microwave!

"Now You Can Sneak Away with the Exact Same Online Moneymaking Tools and Profit Strategies Revealed at the Sold-Out \$4,995.00/per person 'Internet Marketing Lab' -- for Just Pennies on the Dollar!"

"If You're Too Busy Running Your Business To Even Think About Marketing -- This Is What You've Been Waiting For"

Now you can instantly generate all the customers, profits and business you could ever want...with practically no work on your part!

“Finally – a Simple, Video-Based Training System on CD-ROM that Teaches You Step-By-Step How to Make Real Money Online... 100% Guaranteed!”

“Finally, the First Practical, Step-By-Step, Roadmap for Internet Success No Matter What Product or Service You Sell... 100% Guaranteed!”

"Amazing! Just point and click and you can be on the way to having kick-butt sales letters! A brilliant idea!"

"Let Us Hand You These 21 Top-Secret Methods To Instantly (and Ethically) Persuade Prospects to Buy NOW and Start Influencing Customers to Keep Buying FOREVER ... No Matter What Business You're In!"

"Here's the Ultimate, NO B.S. 'Take-You-by-the-Hand', 'Make-You-Get-Off-Your-Butt' and 'Force-You-To-Take-Action' Personal Internet Marketing Instruction and Coaching That Guarantees Your Success"

"New Resource Reveals The Amazing Secrets Behind The Net's Most Successful Email Campaigns"

Yours For Only \$19 - The Greatest Collection of Moneymaking Emails Ever

"Now Here Are the Tools And Resources You Need - No Matter What Product or Service You Want To Sell...100% Guaranteed!"

"Now You Can Instantly Double The Profits of Any Ad, Email, Web Site or Sales Letter"

Who Else Wants To Learn How To Create Their Very Own Internet Marketing "Oil Wells" That Make You Money Day And Night, Running Virtually On Auto-Pilot?

Why Would I, Dan Kennedy, a Grumpy Marketing Genius Give You 3 Months of My Best Information for FREE Even Though I Don't Even Go to Lunch for Free with Anyone? (The Answer May Surprise You)

Announcing: An unprecedented Name-Your-Own-Price... "Dutch Auction" on a Treasure Chest of my most prized training programs

A \$2 Million inventory windfall and an unexpected warehousing problem have created the unique chance for you to own legendary programs at "pennies-on-the-dollar"

This one time only — I'll accept “insultingly low” offers until the warehouse is empty...and nothing remains

“World Renowned Marketing Expert, Joe Vitale, Reveals Irresistible Marketing Secrets That Have Turned Ordinary People, Step-By-Step, Into Millionaires”

"I Dare You to Use These Hypnotic Selling Secrets and NOT Dramatically Increase Your Traffic, Your Sales, Your Conversions, and Your Business -- 100% GUARANTEED!"

**MONEY BEYOND BELIEF!**

Moments from now, you could be transforming your relationship to money, creating greater freedom to attract as much of it as you desire!

"A Powerful Marketing Strategy - Which Turned A One-Page Press Release Into A \$1,000,000 Sales Magnet - Exposed For The First Time Ever!"

The Power of Outrageous Marketing Use the time-tested secrets of tycoons, titans, and billionaires, to explode your business in 90 days

"Who is the Hypnotic Writing Wizard?" You Are When You Use this Incredible New Software!

“5 Simple Steps GUARANTEED to Attract New Cars, Dream Homes, Spiritual Balance, Even the Perfect Companion into Your Life NOW!”

"I Dare You to Use These Hypnotic Selling Secrets and NOT Dramatically Increase Your Traffic, Your Sales, Your Conversions, and Your Business -- 100% GUARANTEED!"

"Record-Breaking Copywriter Shares His Proven Secrets On How To Grab Your Readers By The Eyeballs And Dramatically Boost Your Sales...FREE!"

In 5 minutes, I'll show you... "My 'Paint-By-Numbers' System For Taking Over Lousy Websites, Fixing Them Up And Pocketing Up To An Easy 10,000% Net Profit (Or More) In Less Than A Few Weeks, Even Days... GUARANTEED!"

Stop wasting YOUR targeted traffic by referring them to "black holes!" Instead... "Discover The 'Secret Weapon' Top Affiliates Use To Capitalize On Their Hard-Earned Traffic BEFORE They Send Them To Websites They Promote, So You Can Boost Your Commissions And Squeeze Every Ounce Of Profit Possible From Your Efforts..."

Here are some time-tested, attention-grabbing words you are able to incorporate into your headlines - as long as they're relevant to your offer or idea:

Quick

Last chance

Easy

See

New

Save

At last!

Guarantee(d)

How to

Proven

Why

Yes.

# Wrapping Up

Before you begin writing your copy, are you likable to a hungry market? If you are, are you presenting them precisely what they want, in the way they want it? Because, in the long run, regardless what your marketing subject matter is, it's not about selling or schooling your market. It's about associating with them.



Get **95** High Quality Products  
Professionally 100% Setup For  
You In **72 Hours** Or Less!

**[Click Here To Continue](#)**