

SOURCE:

How Good Headlines Can Build Your Business

The headline is unquestionably the most important element in most advertising.

Likewise — it is also the most singularly important element of any selling message “live or recorded, in person or by phone, audio or video” your company ever uses.

It is the opening sentence or paragraph you use in any sales letter or written communication you ever send out to customers, prospects, suppliers, or staff.

It's the first words you or your sales people (including in-store clerks, order department or telephone marketers) utter, when they engage anyone in a sales presentation or one-on-one discussion.

Likewise, the “headline,” or its “equivalent,” is the first phrase you begin your conversation with when a customer or prospect comes in or calls in.

It is also the first paragraph you state when recording a commercial or when meeting people at your trade show booth display. The purpose of a headline is to grab your prospect's ATTENTION.

When I say your prospect, I mean that your headline should zero in on precisely whom you want to reach — your target market.

For example, if you want to reach homeowners, put the word “homeowners” in the headline. The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you're trying to say in the body copy.

The headline should give the reader a Big Benefit or Big Promise.

So, create a headline that tells the right people precisely the benefit you're offering them. When you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.

Stated differently, 80% of your outcome — four-fifths of your result...all but 20% of the success of your selling effort is effected positively or negatively by how and what you communicate in the beginning.

A change of headline can make a 20 times improvement in response or acceptance by your customer or prospect of your proposition. Every headline or opening statement should appeal to the prospect's or reader's or listener's self-interest. It should promise him or her a desirable,

powerful and appealing benefit. If possible, try to inject “news” value or “educational” value into the headline also.

Always incorporate your selling promise into your headline.

And make that promise as specific and desirable and advantageous to the prospect as you possibly can.

This requires longer or detailed news, educational and information-worth statements. Research shows that most negative headlines don’t work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives...from their actions...from their jobs or their businesses and definitely from their relationships.

And they want to avoid more or continual pain, dissatisfactions, frustration, mediocrity, and unpleasantness from their lives. Avoid blind headlines — the kind which mean nothing unless you read or listen to the whole proposition: because — if you don’t gain your prospect’s attention and desire immediately with your headline, that prospect won’t listen, read or pay attention to the rest of what you, your ad, letter or sales message says.

Headline Ideas:

Article 11:

Subject: Text out of Arno's swipe files: "How Good Headlines Can Build Your Business"

- **The #1 Most Important Element Of Any Selling Message That Will Make OR Break Your Marketing**

- The Most Important Element In 97% of All Advertising

- Make A 20 Times Improvement In The Response Of Your Customers Using This One Simple Trick

Outline:

Subject/Source: Text out of Arno's swipe files: "How Good Headlines Can Build Your Business"

Headline: **The #1 Most Important Element Of Any Selling Message That Will Make OR Break Your Marketing**

Problem: Undeniably the biggest thing business owners struggle with is getting the attention or interest of people

Yet it's one of the easiest things to do

Agitate: This is a big issue because the whole point of running a business is to sell your product/service to people.

And if you aren't even able to get their attention, well...

How will you grow?

As a matter of fact, if it gets really bad, you might even start to lose money.

Solve: Majority of the time, when business owners try to market to people, they neglect a STRONG opening message, also known as the **headline**.

It is the most singularly important element of ANY form of marketing out there.

The purpose of a headline is to grab your prospect's ATTENTION

It should tell the reader immediately and clearly the essence of what you're trying to say in the body copy. The headline should give the reader a Big Benefit or Big Promise.

Create a headline that tells the right people precisely the benefit you're offering them.

Close: If you don't have the time to create headlines or just need help to improve your marketing, get in touch with us today

Article 11 - First Draft

The #1 Most Important Element Of Any Selling Message That Will Make OR Break Your Marketing

Anytime you want to tell someone anything, the FIRST thing you'd ask yourself would be something along the lines of:

"How do I get their attention?"

I mean how else would you tell them, right?

If they don't have your attention, telling them would be useless.

It's like whispering to someone when they're blasting music in their headphones.

Now, the reason why I'm telling you this to make you aware of something that you may have forgotten once you've stepped out of your "normal human-being" zone:

Business is also the same!

Because undeniably, the biggest thing business owners struggle with is getting the attention of people.

All of a sudden when they put on their business shoes, they forget that they're a human being.

They forget that they need to get the attention of their customers, who are also human beings.

Because the issue is...

...if you don't get the attention of people, forget about selling because you won't even get them interested in the first place.

In the next few minutes, I'll explain to you the easiest way to get the attention of people

How You Start Influences How You Finish

Ever seen someone go to a job interview with a swimsuit on?

Probably not...

...right

Do you know why?

Because people know that they'd be DOOMED the moment they walk in.

Business is also the same!

First impressions matter!

Let me give you an example:

**YOU'LL NEVER SEE
ANOTHER COCKROACH
AGAIN!**

**FUMIGATION &
PEST CONTROL**

BOOK NOW

**6
MONTHS
WARRANTY**

our services
are both commercial and
residential

- ✓ Cockroach, flies and fleas
- ✓ Ants removal
- ✓ Bird control
- ✓ Bees control
- ✓ Bedbugs
- ✓ Termites control
- ✓ Termites control
- ✓ Snakes and rodents control

THIS WEEK ONLY SPECIAL OFFER!

Book now for:

1. Free inspection
2. 6-months (money-back guarantee)

**CALL NOW TO CLAIM THE
SPECIAL OFFER**

CALL NOW!

This is an ad for a business providing pest control services.

If you were a customer the first thing you'd probably read would be:

"You'll Never See Another Cockroach again!"

This sentence is the headline of the ad.

It would be equivalent to that first impression of that job interview someone would attend with a swimsuit on.

Because I guarantee you that you'll see another cockroach again.

The headline itself is not only abstract, but the rest of the ad is about ant removal, bird control, bees, cockroaches, termites, snakes, rats...and it goes ON and ON and ON.

But you get my point — the first impression, in this case, the headline, is not optimal for increasing sales, in fact it can confuse people.

And one of the worst positions you can be in when it comes to your ads is to make people confused.

Because if they are, they'll do nothing.

Making The Best First Impression To Your Customers

The headline is without a doubt the most important element in most advertising.

It is the most important element in any selling message - live or recorded, in person or by phone, audio or video — your company ever uses.

It is the opening sentence or paragraph you use in any sales letter or written communication you ever send out to customers, prospects, suppliers, or staff.

It's the first words you or your sales people (including in-store clerks, order department or telephone marketers) utter, when they engage anyone in a sales presentation or one-on-one discussion.

If the headline goes wrong your whole ad goes wrong.

Because the whole purpose of a headline is to grab your prospect's ATTENTION.

And when I say your prospect, I mean that your headline should zero in on precisely who it is that you want to reach — your target market.

For example, if you want to reach homeowners, put the word "homeowners" in the headline.

The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you're trying to say in the rest of your message.

The headline should give the reader a Big Benefit or Big Promise.

So, create a headline that tells the right people the benefit you're offering them.

Because when you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.

80% of the outcome of your selling effort is affected positively or negatively by how and what you communicate in the beginning.

Never neglect your headline.

If you don't have the time to create headlines or need help with improving your marketing, get in touch with us today and we'll consult with you for free to see if it's ideal for us to work together.

Article 11 - Second Draft

The #1 Most Important Element Of Any Selling Message That Will Make OR Break Your Marketing

Anytime you want to tell someone ANYTHING...

...the FIRST thing you'd ask yourself would be something along the lines of:

"How do I get their attention?"

I mean how else would you tell them, right?

If you don't have their attention, telling them would be useless.

It's like whispering to someone when they're blasting music in their headphones.

Now, the reason why I'm telling you this is to make you aware of something that may have been stuck at the back of your mind:

Business is also the same!

Because undeniably, the biggest thing business owners struggle with is getting the attention of people.

All of a sudden when they put on their business shoes, they forget that they're a human being.

They forget that they need to get the attention of their customers, who are also human beings.

Because the issue is...

...if you don't get the attention of people, forget about selling because you won't even get them interested in the first place!

So, in the next few minutes, I'll explain to you the easiest way to get the attention of people and how it will set you up for success in any situation where you're trying to give people a selling message.

How You Start Influences How You Finish

Ever seen someone go to a job interview with a swimsuit on?

Probably not...right?

Do you know why?

Because people know that they'd be DOOMED the moment they walk in.

Business is also the same!

First impressions matter!

Let me give you an example:

**YOU'LL NEVER SEE
ANOTHER COCKROACH
AGAIN!**

**FUMIGATION &
PEST CONTROL**

BOOK NOW

**6
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our services
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- ✓ Termites control
- ✓ Termites control
- ✓ Snakes and rodents control

THIS WEEK ONLY SPECIAL OFFER!

Book now for:

1. Free inspection
2. 6-months (money-back guarantee)

**CALL NOW TO CLAIM THE
SPECIAL OFFER**

CALL NOW!

This is an ad for a business providing pest control services.

If you were a customer the first thing you'd read would most likely be:

"You'll Never See Another Cockroach again!"

This sentence is the headline of the ad.

It would be equivalent to that first impression of that job interview someone would attend with a swimsuit on.

You're making a fool out of yourself!

Because I guarantee you that you'll see another cockroach again.

Not only is the headline abstract, but the rest of the ad is about ant removal, bird control, bees, cockroaches, termites, snakes, rats...and it goes ON and ON and ON.

But you get my point — the first impression, in this case, the headline, is not optimal for increasing sales, in fact it can confuse people.

And one of the worst positions you'd want to be in when it comes to your ads is to make people confused.

Because if they are, they'll do NOTHING.

People don't like it when they're confused.

Making The BEST First Impression To Your Customers

The headline is without a doubt the most important element in most advertising.

It is the most important element in any selling message — live or recorded, in person or by phone, audio or video.

It is the opening sentence or paragraph you use in any sales letter or written communication you ever send out to customers, prospects, suppliers, or staff.

It's the first words you or your sales people (including in-store clerks, order department or telephone marketers) utter, when they engage anyone in a sales presentation or one-on-one discussion.

If the headline goes wrong your whole ad goes wrong.

Because the whole purpose of a headline is to grab your prospect's ATTENTION.

And when I say your prospect, I mean that your headline should zero in on precisely who it is that you want to reach — your target market.

For example, if you want to reach homeowners, put the word "homeowners" in the headline.

The headline should serve as an ad for your ad.

It should tell the reader immediately and clearly the essence of what you're trying to say in the rest of your message — just take a look at the title of this article.

The headline should give the reader a Big Benefit or Big Promise.

So, create a headline that tells the right people the benefit you're offering them.

Because when you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.

80% of the outcome of your selling effort is affected positively or negatively by how and what you communicate in the beginning.

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