

# How to Ramp Up Your Business's Profits Using Effective Headlines

How can something as simple as a good headline in your ad campaigns create massive returns for your business?

Well... it all boils down to this golden rule:

**The quality of your headlines determines the quality of your business.**

A good headline isn't just the first sentence of your ad; it's any first impression you make.

If you were to walk into a job interview wearing a dirty white shirt, as opposed to a decent dress shirt, well... you're basically dead.

Doesn't matter how good you are, you might even be the perfect candidate; they're not going to hire you.

Same deal when you get on the phone with a prospect.

As soon as you open your mouth, the person on the other side of the phone needs to believe through the words that you say, and in the tone that you say it in, that you can help them.

In marketing, this is not just important; it's crucial to the success of your ad!

You could have the best offer on planet earth, an offer so good that they just couldn't refuse.

But if your headline blends in with everything trying to claw at their attention on the 'For You' page, all of that means nothing.

And how do you grab your audience's attention?

## **1. Call out their name!**

Think about it.

If you were trying to get the attention of someone at a busy train station, calling out their name would probably be the best thing you could do, right?

Why not do the same thing with your marketing?

Sure, it would be almost impossible to know all the names of the people your ad gets shown to, but you do know a commonality between them all.

If you're trying to get the attention of homeowners in your ad, for example, one of the best things you could do is to have "homeowner" in your headline.

Seems stupidly simple, right? But getting someone's attention by calling out their name can be really as simple as that.

Another example: If you were trying to get the attention of mums in their 30s, it'd probably make a lot of sense to put "mums in their 30s" somewhere in the headline.

Again, this really isn't rocket science; in fact, it wouldn't take you a brain calorie to implement it.

All you have to do after that is...

## **2. Give the people what they want.**

When you create a headline, it's got to tell the right people precisely the benefit you're offering them.

More to the point, every headline or opening statement you have should appeal to the prospect's or reader'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.

And the last thing...

## **3. Make sure you always incorporate the promise of your ad in your headline.**

"If you could only run an ad that had a headline and a response mechanism, and it HAS to give you double your investment, what would you write?"

In reality, you're not that restricted when it comes to writing ads.

But when you run that scenario in your head, what's going to make your ideal customer stop scrolling and read through your ad isn't how amazing you are as a company, but how YOU can help move them toward a better life.

Get specific about what their life looks like (how it looks, feels, sounds, etc.) in not just your headline, but your writing, your website; make them feel like they are moving toward something important.

The more you build up this image in their brain, the more painful it's going to feel that they aren't in that position yet, and the more desirable it is going to be to take action on what you're offering, which is going to bring massive returns on your investment.

When we run ads, we test multiple headlines with all these things in mind until we find something that outperforms our clients previous ads, and we guarantee that we can do it.

If you'd like to see if we can help increase the results of your ad, you can go [here](#) to book an initial call with us.

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- **The quality of your headlines determines the quality of your business.**

- “If you could only run an ad that had a headline and a response mechanism, and it HAS to give you double your investment, what would you write?”

Remember this just before you run another meta ad campaign.

- Here’s a tip to create effective headlines.

If you’re targeting a particular audience type, mentioning them in your headlines gives a much higher chance of your ad being read.

If you’re targeting homeowners, put homeowners in the headline.

If you’re targeting ‘mums in their 30s’, put ‘mums in their 30s’ somewhere in the headline.

It's really as simple as that.

- When you create a headline, it's got to tell the right people precisely the benefit you’re offering them.

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.

Makes a world of difference.

- Pro writing tip - Get specific about what your audience's life looks like.

What does it look like?

What does it feel like?

What does it sound like?

Then show them what their life could look like when they’ve used your product.

- AI cannot replace the skill of getting attention.