

Welcome

Welcome to this PDF. Inside are the exact steps you need to master attention, a powerful skill. By doing so, you and your business could be sitting in piles of money alongside having as many clients as you want. Are you ready to learn?

Step 0: What Your Learning and Why

In this PDF, you will be learning three of the most important things to Master Attention. Headlines, Sub-Headlines, and Fascinations. These three things can capture the modern, short attention-spanned human's attention. More importantly though, these tools hold their attention. This is the power of this PDF. Applied right, you can capture attention, hold it, and direct anybody into your funnel, and now you have a sale and a paying client. Money. You can apply these to everything, and I'll go more in depth at the end, social media posts, advertisements, websites, newsletters, anything. Now it's time for the fundamentals.

Step 1: The Fundamentals

Everything inside of this PDF is useless without understanding and utilising these key fundamentals.

- 1) Write everything like you are a 10 year old. No fancy, complex words. Just simple words a child could understand.
- 2) You need to use power words. Some examples are
 - Shortcut
 - Swift
 - Exclusive
 - Distinct
 - Extra
 - FreeUsing power words evokes emotion and response, helping capture your reader's attention. I can't stress how important this is. Using these power words can make your audience feel and connect with your content on a deeper level. You can find more online.
- 3) Cater everything you write to your business's target market. Every headline, sub-headline, fascination (explained later on), etc., should be exclusively written to those in your business's industry.

With these fundamentals in mind, it is time to learn the real secrets to capture your audience's attention.

Step 2: The Headline

Without a good headline, NO ONE will be remotely interested in your social media, advertisement, etc. All your hard work, your amazing product or service, goes to waste because you NEED to capture the attention of your audience the second they read your headline.

I'm assuming you know what a headline is, but if you need a refresher, a headline is the catchy words at the top of your website, the title of a YouTube video, or the bold words on an advertisement. Everything you see on the internet has a headline, whether good or bad. So take note of every headline that catches your attention. Copy what you like from the good ones, and learn from the bad ones.

Now it's time for me to tell you how to write a good headline.

When writing your headline, you need to keep in mind it should be the first thing your audience sees when they check some of your content. A good headline needs to have an air of mystery to it. It needs to leave the reader asking questions and wanting answers. A great example of this is from magazines, especially gossip magazines.

When you're in the supermarket, pay attention to the magazine section. All magazines' headlines tell you only part of the story. The lack of information makes you want to read more, so you buy the magazine. A magazine's headline may say something like:

The Dirty Truth on [Celebrity]'s Love Life Has Just Been Leaked, It Will Leave You Trembling.

This headline works because it uses all three of the fundamentals. It has power words - Dirty Truth, Leaked, and Trembling - it has simple grammar a 10 year old could read, and caters to people who enjoy gossip. Picture your favourite celebrity's name on this headline. It would certainly grab your attention.

Another thing you can do to spice up your headlines is add numbers. An example is:

7 Tools to Level Up Your Workouts and Eliminate Your Gut in a Month.

Numbers can add further mystery to your headline. Every person who reads this will be wondering what the 7 Tools are.

That wraps up headlines. If you are still struggling, I suggest looking at magazine covers online, specifically gossip and fitness magazines.

Step 3: Sub-Headline

Sub-Headlines are exactly what they say, words under the headline. Sub-headlines should always be smaller (in size) than headlines, which is why you can include more text in them.

Sub-Headlines exist to condense information about your product(s) and serve as an extension to the main headline. Essentially you restate your headline and you can add more information. You still cannot tell your reader everything about your product or service, you do that when they are ready to buy. Mystery is still a key element and you must keep this in mind.

That really does it, there is no real explanation to writing sub-headlines, they are just extensions to your headline with slightly more information.

Step 4: Fascinations

Fascinations are essentially little nuggets of information. They add another layer of mystery and make the reader ask questions, while answering some questions too. Fascinations are essentially little nuggets of information. They are short, concise, and make you think. They enhance the desire to learn what the product or service is all about. Done right, your potential client will become a paying client.

Here are some examples:

- 1) The secret to magically capturing people's attention with every Instagram post.
- 2) Why the happiest people end their day with the same ritual.
- 3) What NEVER to do when working out if you want a six-pack.
- 4) 8 foods that guarantee washboard abs in one month.
- 5) WARNING - This common sales habit is holding your business back.
- 6) When taking time off will actually grow your business.
- 7) The truth about university the government doesn't want you to hear.

That's all you need to know for fascinations.

Step 5: Applying Headlines, Sub-Headlines, and Fascinations

Now you know how to do all 3 Steps, you are probably wondering how to apply them. Don't worry, I will tell you. Now first, let me clear some things up. It can be hard to apply all three of these in something like an Instagram post or Google/Facebook ad. These three work best together on a website or longer form ads. That doesn't mean you can't use one at a time though.

Here's some examples. If you are making a YouTube video, the video's title is a headline. The thumbnail may have a headline as well. The description could be a sub-headline.

For an Instagram post, if it's an image, there may be text. This text is usually a headline. Maybe there are multiple images with text. The first image can have a headline to grab attention, and the other images can use sub-headlines and fascinations to hold the attention.

Now think of an advertisement. Every single ad has a headline, an ad just won't work without one. However you can use all 3 steps you just learnt on a website, which an ad can lead to.

On the topic of websites, the top of the website needs to have a headline that makes everybody want to scroll through the whole thing. The headline must give a hint of what is on the website, yet add mystery so whomever is reading, reads the whole website. Under the headline is where you can have some sub-headlines. You can then use fascinations to reel them in further. This is where you do one of two things. If your business is selling things online, you place your store. If your business is selling services, you have a button to, for example, book a 1:1 coaching call or buy a coaching program. That's all I have to say on that, as this PDF is just about teaching you to capture and hold people's attention, not how to make your website.

You Are Now a Master of Attention

You've now learnt all the steps to mastering attention. If you continue to apply these steps in your day to day life your business can grow like you've never seen before, and scale to 7-figures and beyond.

I just want you to keep in mind, these will not work if you do not put time and effort into writing the best headlines, sub-headlines, and fascinations. Review everything you write at least 5 times, read it out loud, and make sure it's the best it can be.

If you are already struggling to keep up with your work, and don't want to spend extra time applying these, I have just the solution for you. If you want to find out, email me westonbusiness7@gmail.com and we can set up a call.

Thanks for reading this PDF and learning this valuable skill.