

HEADLINES MATTER!

Before you open an email what is the first thing you do?

You read the headline.

Even if it's from someone you know, and especially when it's from someone you don't.

Despite what your Mom told you to do, people do read books by their covers.

This is the problem with growing your business.

You show up as a stranger. Just more spam that made it to the inbox.

If you want to have any chance to be seen as more than just another annoying pop-up.

You NEED to have a KILLER Headline!

A good headline will determine if they bother with the rest.

A great headline can have them sold on the idea before they finish reading.

Now a bad headline on the other hand.

Well, people won't even finish reading that one tiny sentence.

Leaving the rest of your ad dead in the water.

You could have the most glorious advertisement, written by Shakspear himself.

One that grabs the reader.

Straps them down.

And holds their eyes open, like in "A Clockwork Orange."

Before they know it they have added to cart, credit card in hand, trapped under the spell of good copy.

But without the right headline no one would ever read it, and your cure to all of humanities ills will sit on the shelf, for want of a simple yet effective headline.

No sales are possible without a solid introduction in the Headline.

A tip is to imagine you are creating a road sign for a highway.

Cars are moving fast and don't have time to read your message, that's if they want to try in the first place.

Just like your ad needs to show how the product makes people's lives easier.

The headline needs to be easy to read.

It sets up the rest of the ad, getting us excited to read more.

It's like a handshake when you meet someone.

It only takes a second but it tells you a lot about them.

Your ad's first impression is the headline.

Make it count.

Send me a copy of your copy and I'll create you a killer headline for free.