

Million Dollar Ads - Headline Analysis

After *Spending* **A Million Dollars in Ads**,
We're **Revealing** Our *Proven Winners* So That *You* Can
Straight Up **Copy, Deploy and Make Money NOW!**

"After Spending Million Dollars in Ads" -

- Grabs the viewer's attention due to the scale of a million dollars.
- Creates credibility as someone who has spent a million dollars on ads must have gained a lot of information.
- Uses multiple ways of highlighting to bring attention to "spending" and "A Million Dollars in Ads" in separate ways so they both stand out but stand out separately.
- Is larger than the rest of the headline to draw attention to it as it is the most important phrase.

"We're Revealing Our Proven Winners" -

- Further establishes credibility by stating they are revealing secrets that have been proven to work.
- Again, highlighted in multiple ways for the same reason.
- The word "revealing" makes it seem like the information is a secret which further builds curiosity and credibility with the viewer as they know this is something they can't find elsewhere.

"So That You Can Straight Up Copy, Deploy and Make Money Now!"

- Appeals to the value equation by offering something valuable "Make Money", making it easy to achieve "Straight Up Copy, Deploy" and offering it immediately with "Now".
- "Copy, Deploy and Make Money" is highlighted using a box which makes it stand out from the rest of the headline as it is what will appeal to the reader's dream state and is the entire point of the article.
- "You" is in bold to emphasise the point that the reader can do this.

My attempt at a headline using these points

After **Years** of *Trial and Error* **With Hundreds of Nootropics**,
We've Put Together **The Best of The Best** To Form
the **Holy Grail Of Energy Drinks**