

The Secret To Writing Headlines That Get Clicks Every Time

You see, first impressions are the most important thing when it comes to ads. You have to make a good first impression, or they are gone faster than you can even blink your eyes.

That's what the headline is. It's your first impression, and that's what decides if the reader will pay attention or not.

What if I told you that you could actually make people stop scrolling, read and click on all your ads?

Would you believe me?

Everyone Has ADHD

The biggest problem is everyone now has tik tik brain. I mean have you ever watched someone scroll tik tok?

It's AMAZING how fast they scroll.

They say you have seven seconds to make an impression, definitely not online though. I give you about a quarter of a second to get their attention, or they're already bored and on to the next video.

Why No One Gets Clicks On Their Ads

Most headlines are truly, truly dreadful. They don't do anything; they serve no purpose whatsoever.

Just look at some of these examples:

"Your Trusted Partner In Excellence"

"Empowering The Future Of Innovation"

"Unlocking Potential, Together"

You could have the most amazing product or service, and you might actually be able to help the reader, but they just can't make it past the headlines... they've already passed away from how bad it was.

The Super Secret Test That Fixes All Headlines

This test is a simple question, but I guarantee if you ask yourself this question it will fix 99.7% of your headlines.

Would you be able to advertise just the headline, and still get clicks?

That's it! You see headlines don't have to be overcomplicated or super fancy. They just have to be what the reader wants to see.

Here are some good examples:

"The Secret To Getting More Website Traffic Without Spending A Dime"

"Get Rid Of Muscle Pain In Minutes"

"Keep Your Home 20 Degrees Cooler This Summer With Solar Window Film"

These all passed the test. They're nice and simple and it's exactly what the customer is looking to see.

Now Craft Headlines That Convert

Now that you know the secret to writing headlines that grab attention, it's time to put it into action.

Remember your headline is your first and only chance to make a good impression. Always step into the customers shoes and think about what they genuinely want to read. Ask yourself: Does my headline solve a problem? Does it make someone curious enough to stop scrolling?

Not only is this great for getting clicks... It's great for getting conversions and that's the most important part.

Keep this in mind, and I guarantee you will start noticing results!

Talk Soon,

Dante

