

This Will Skyrocket Your Sales

If you're looking for the quickest and most effective way to boost your sales, this article is perfect for you.

A few days ago I analyzed some businesses in my area and I realized that they were all missing ONE crucial element.

In fact, this element is the most crucial element ever made! And it's a shame that most people absolutely suck at using it.

Anyways, I noticed this, and decided to write this article on it. Just so I can teach you exactly what this crucial element is, and exactly how to use it effectively.

So, prepare for battle, because you're about to destroy all your competitors.

What Your Competitors Think

Most business owners think that the most important element in marketing is the creatives, or the special offers, or even the whole body copy of whatever you're writing.

But, the truth is, these are ALL dead wrong!

If you focus on those factors, your marketing won't do so well and you will lose clients, BUT if you incorporate the element I'm about to teach you, your marketing will do EXCELLENT.

And who wouldn't want excellent marketing?

I definitely would!

The Most Important Element is...

The most important element in marketing is... the headline!

The headline is unquestionably the most important element.

The headline is the opening sentence or paragraph you use in any sales letter, it's the first words you or your sales people utter when they engage with anyone during a sales presentation or one-on-one discussion.

The "headline" is the first thing you begin your conversation with when you communicate with a customer.

And the purpose of a headline is not just to label things.

The purpose of a headline is to grab your target audience's ATTENTION. That's why it's so crucial, because if you have a crappy headline, nobody will continue reading or listening to your marketing, and everybody will just ignore it.

But, if you have a solid headline, your audience will be intrigued and want to continue reading so they can find out more!

Always Remember This

Another factor to remember is that your headline must speak directly to your specific audience. So instead of choosing a broad headline, choose one that zeros in on a specific group or person. For example, if you're targeting plumbers, add the word "plumbers" in your headline, so your audience will understand exactly who you're trying to talk to.

The headline should also give the reader a "BIG benefit" or "BIG promise".

So, your headline should tell your target audience the exact benefit or promise you're offering them.

A fun fact is that 80% of your marketing success comes from your headline! Which means that everything your competitors are focusing on is only 20% of successful marketing. And this also means that you will outperform them easily, ONLY if you incorporate these next few factors as well.

How To Forge A Great Headline

Following the factors I have just stated above, you should also focus on always incorporating your selling promise into your headline.

Firstly, make sure your promise is as specific, desirable, and advantageous to your audience as it possibly can.

This will make your audience even more excited and intrigued to continue reading or listening.

Secondly, don't use negative headlines. Research has shown that most negative headlines don't work. This is because most people are looking to gain more advantage, result, benefit, pleasure, or value, from everything that they do.

And on the flip side, they want to avoid pain, dissatisfactions, frustration, mediocrity, and unpleasantness, in everything that they do.

Third, avoid blind headlines. This is the kind of headline which will mean nothing unless you read or listen to the whole proposition.

You need to avoid blind headlines, because if you don't gain your prospects attention and desire immediately with your headline, that prospect won't listen, read, or pay any sort of attention to the rest of what you, your ad, letter, or sales message says.

So, now you know exactly what the most important element in marketing is, and now you need to DESTROY every competitor in your way and get LOADS of sales.

If you would like some extra tips and tricks on how you can grab every ounce of your audience's attention, contact me and I'll get back to you within 24 hours.