

Good Headlines Can Build Your Business: Here's Why And How...

What you hear, see, or experience the first time you encounter something will influence your opinions on it.

That's why the first impression you get from something determines if it'll be worth your attention or not.

With that being said, we can definitely see why the headline is the most important part of most advertising.

You can get EVERYTHING else right, but without a good headline, none of it will be even read.

In this article, I'll show you exactly how to come up with great headlines that will easily grab the attention of your prospects and make them hungry to find out more. Let's get into it.

What Can Be Considered As A Headline?

A headline isn't just the first sentence or paragraph that you start your written content with.

It can also be the first phrase you begin your conversation with when a customer or prospect calls in.

It can be the first words you or your salespeople utter when you engage in a one-on-one discussion with a prospect.

It's the opening sentence of any selling message your company ever uses, whether it's live or recorded, in person or by phone, audio or video. You can consider them all a headline.

How? Because they ALL have the same purpose...

TO. GRAB. ATTENTION.

And that's the part we can't afford to blow up. Research shows that when you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.

So 80% of your outcome is affected positively or negatively by how and what you communicate in the beginning.

A change of headline can make a 20 times improvement in response or acceptance by your customer or prospect.

With that being clear, here are ...

3 Steps To Come Up With Great Headlines

1. Laser Target Your Headlines For Your Target Audience

Your headline should be 100% focused on precisely whom you want to reach – your target audience.

The best way to do this is by simply mentioning or calling them out in your headline.

For example, if you want to reach homeowners, put the word “homeowners” in the headline.

It is one of the easiest ways that simply WORKS.

2. Giving Them A Big Benefit Or Promise

Your headline serves as an ad for your ad. It should immediately and clearly tell the reader what's in it for them.

That's why we always tell them what they'll get and incorporate our selling promise into the headline.

We make that promise as specific, desirable, and advantageous to the prospect as we possibly can.

People are looking to gain more advantages, results, benefits, pleasure, or value, from their lives...from their actions...from their jobs or their businesses, and definitely from their relationships.

Another way to go about this is to use negative headlines that lead with pain and fear. People want to avoid more or continual pain, dissatisfaction, frustration, mediocrity, and unpleasantness in their lives.

Negative headlines can be effective in the right place, but keep in mind that most of them don't work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

3. Avoid Bland Headlines

By saying 'bland' I mean the kind of headlines that mean nothing unless you read or listen to the whole proposition.

A lot of business owners make this mistake and lose their audience's attention right away.

When you don't immediately gain your prospect's attention and desire with your headline, that prospect won't listen, read or pay attention to the rest of what you, your ad, letter, or sales message says.

So they'll do the worst thing possible... which is doing nothing.

Here's A Test To See If Your Headline Is Good

After going through these steps, you'll be able to come up with a lot of headlines. Some of them will be great, some of them won't.

To finish this article I want to show you a great test from Dan Kennedy to see if your headlines are good. He called this the "Great Headline Test" and said:

"Take your headline alone and add a call to action to the end of it. Then ask yourself:

If I ran this headline alone as an ad with nothing else but a call to action, would anyone respond to it?

If the answer is NO, use that as a pretty good sign that you've got more work to do."

I've used this test A LOT of times and it's helped me come up with great headlines. I'm sure it'll do the same for you too.

Talk soon,

Leo