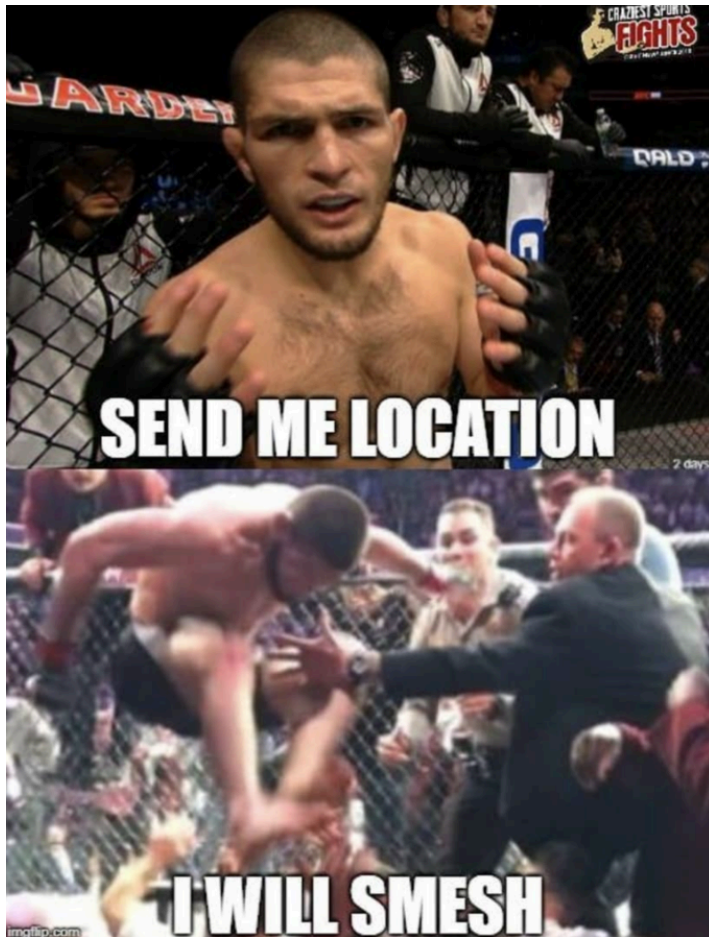


Be THAT Business

20X marketing results, NO CAP.

Have you ever had a conversation with somebody who just wasn't listening? They don't hold eye contact. They look distracted. Maybe they scroll their phone. Yeah we've all been there. And when you try to talk to someone like this there is no conversation in fact.

It's more like wrestling a greased-up UFC fighter from Dagestan so you couldn't ever really grab a hold of the guy... even if you *were* any good at wrestling in the first place. It's funny because Dagastani mud wrestling and local business success have a lot in common. Let me explain...



<<<KHABIB IIMAGE>>>

Local Business Competition & Dagastani Mud Wrestling

There's always a standout competitor who gets alllllll the attention. Their marketing looks incredible. You see them everywhere... and oftentimes you have no idea what makes them tick.

Maybe they are THAT business. They post a thousand times per day on social media. They have a huge squad of employees. Fancy vans. Their ads pop up everywhere you look. Maybe they keep it small but the overall image is absolutely on point...

Either way, THEY get more customers than everybody else. They charge their customers more than everybody else. And they get more reviews than anyone else. It's an endless feedback loop called winning. And all this makes it easy to feel kind of inferior to them. It's like they hold a secret.

Well, in this article we're going to uncover the prime driver of this endless feedback loop of win.

When you get this, you will be well on your way to being THAT business. You'll have an unfair advantage.

Apply what's here and feel less like you're "wrestling customers in the door", and more like you're naturally pulling punters into a British pub on a Friday night like back in the day.

Let's get into it.

The Attention Economy

Attention is the currency of modern life. *Maintaining attention* is the second secret of your local top competitors. But that's a separate challenge we'll talk about later. First you need to be able to GRAB attention. Here are 3 reasons why:

1. No attention. No growth.

If you can't grab attention nobody is going to buy from you. Simple as that.

2. Attention is the new economy.

It's really quite a seismic shift in how the world works. If you can grab a hold of attention you are 80% there with your marketing.

3. Every successful business knows this is true.

If you don't get eyeballs on your business, someone else will.

"So how do I grab attention?"

Like in any good Dagastani Mud Wrestling competition, the best knockouts all happen in a split

second. It's the same thing with your marketing. What's the first thing people see? You're headline. And in the split second they see your headlines, they either "hit it or quit it".

The headline is unquestionably the most important element in most advertising.

Headlines are the opening sentence you use in any sales letter or written communication to customers, prospects, suppliers, or staff. Headlines are the first words you or your salespeople utter when they engage anyone in a sales presentation or one-on-one discussion. The headline is also the first paragraph you state when recording a commercial or when meeting people at your trade show booth display.

The purpose of a headline is to grab your prospect's ATTENTION.

Get this right and you will be able to grow your business on repeat, anytime, in any economy. No matter the circumstances. It is THAT powerful. It is the singularly most important element of any selling message live or recorded, in person or by phone, audio or video.

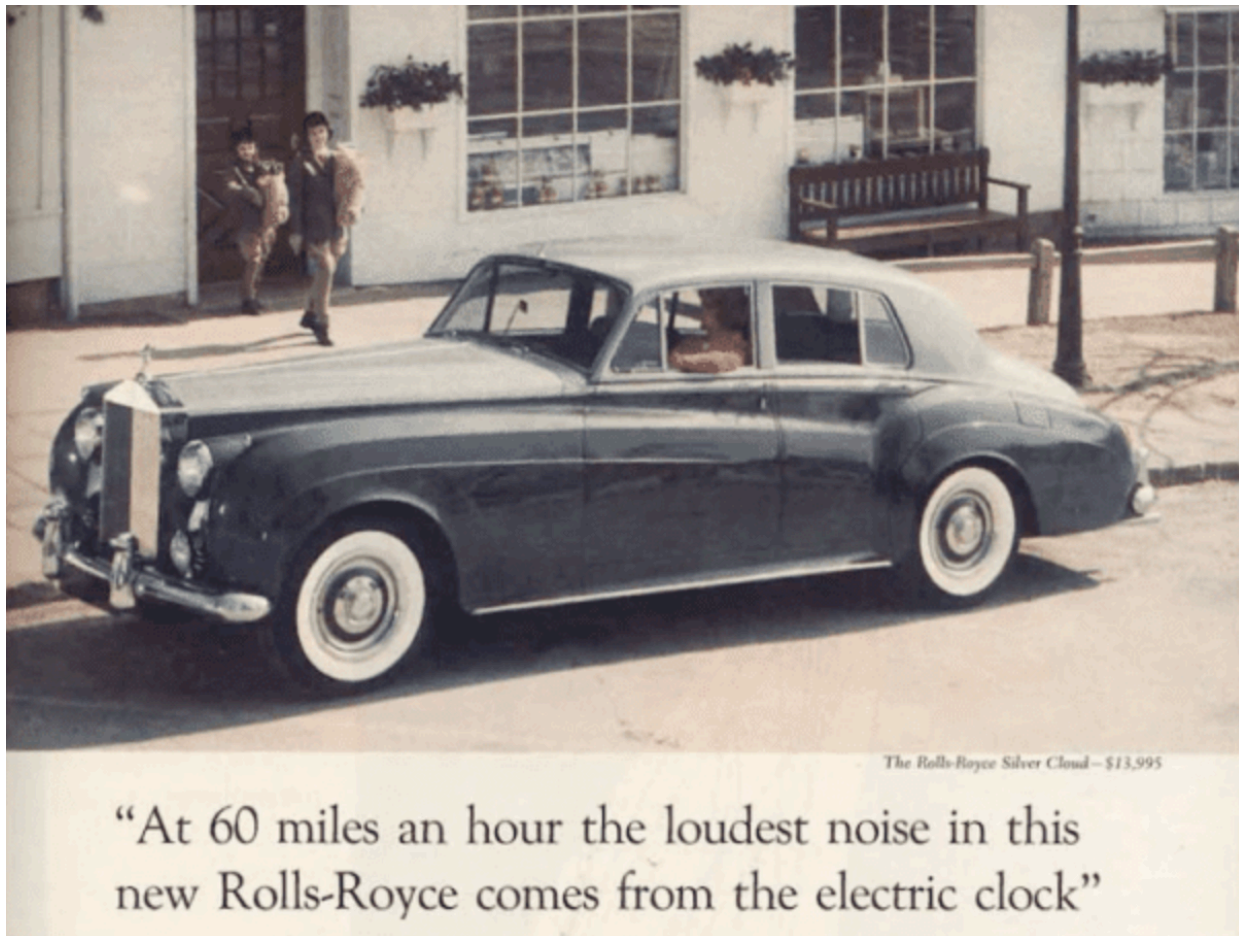
Let's go over some good examples and some bad examples.

Good Headlines

1.The McDonald's Welcome Script

"Hey welcome to McDonald's, how may I help you today?"

2. David Ogilvie's Rolls Royce Headline



<<<OGILVIE IMAGE>>>

3. Victor Schwab's 100 Good Marketing Examples

ALL 100 are available [here](#) for you.

Here's our favourite:

13. You Can Laugh At Money Worries —If You Follow This Simple Plan

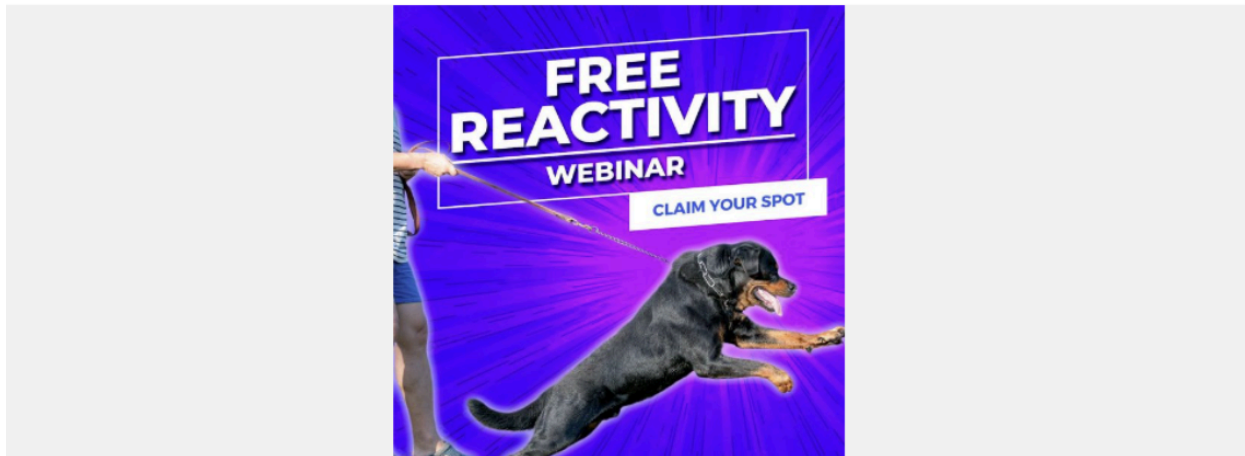
Something everybody wants to be able to do. A successful keyed ad upon which many thousands have been spent.

<<<100 HEADLINES 9IMAGE>>>

Poor Headlines

1. Too Long And Negative

Register now for this FREE LIVE Webinar: "How To Solve Dog Reactivity WITHOUT Using Food Bribes Or Force."



<<<DOG AD IMAGE>>>

Here's a better headline:

Here's How To Teach Your Dog How To Be Cool Under Pressure

2. The Worst Beautician Headline For Botox In History

Do You Want To Flourish Your Youth Again?

<<<BEAUTICIAN HEADLINE>>>

Here's a better headline:

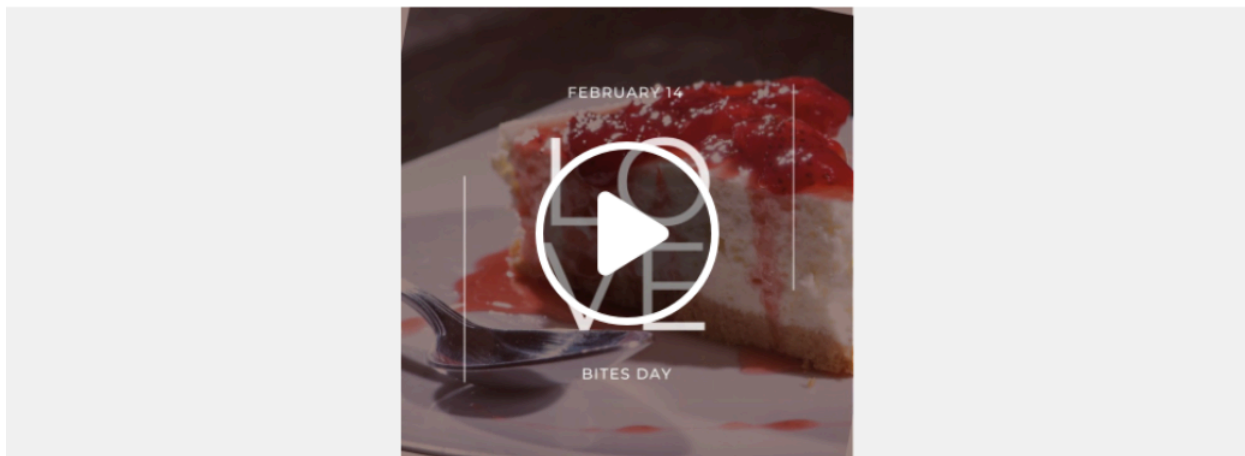
Get Rid of Wrinkles. Look Your Best And Feel Great.

3. The “No Offer” Headline

As we dine together, let's remember that love isn't just on the menu; it's the main course. Happy Valentine's Day!

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. .
.

#veneto #venetohotelrethymno #venetorestaurantrethymno #rethymno
#rethymnoncrete #greekislands #crete #finedinerethymno #finedining



<<<RESTAURANT VALENTINE IMAGE>>>

Better headline:

Would you like to treat your valentine to the best fine dining experience in Crete?

6 Secrets Of The “Uber-Headline” For Attention On Autopilot

1. Know Your Audience

We dove deep into “knowing your audience” in [this](#) article. But for now, let’s just summarize:

You must understand your audience:

- What language they use.
- What they value.
- Where they live.
- Whether they have kids or pets.
- Their hobbies.

Reviews and feedback from current clients are an excellent resource for this. Most business owners I talk to are incredibly well-attuned to their customers and can tell me every metric I can imagine to write a great headline. This gives you a clear picture of your audience, how they communicate, and what they need.

Here’s How To Hand Select Customers Like A Bear In The Salmon Run

Zero in precisely on who you want to reach. For example:

Want to reach homeowners? → Put the word “homeowners” in the headline.

Want to reach dog owners? → Put the word “dogs” in the headline.

Want to reach newly engaged couples? → Put the word “wedding” in the headline.

Want to reach local Hamptonites? → Put the word “Hampton” in the headline.

You get the point right?

The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you’re trying to say in the body copy. That’s because once you grab

attention, the next most important thing your headline should do is vital:

Get them to read the next line of your advertisement.

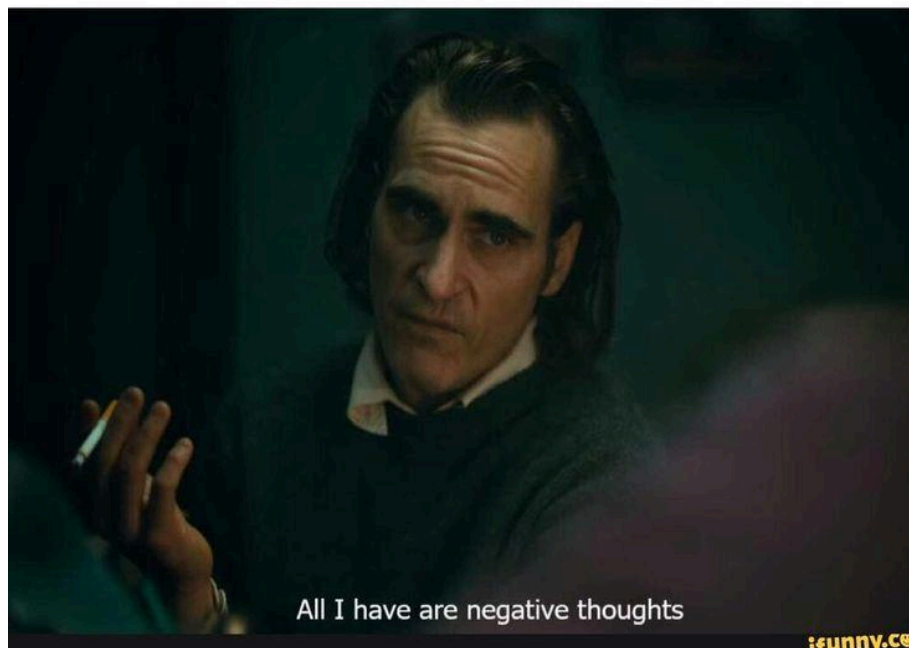
2. Big Benefit. Big Promise.

You get them to read the next line by telling people precisely the benefit you're offering them. Always incorporate your selling promise into your headline. *And make that promise as specific, desirable and advantageous to the prospect as possible.*

3. Don't Be Negative Maaaaaan 🙌

Proton : Why don't you smile?

Electron :



<<<NEGATIVE THOUGHT IMAGE>>>

Research shows that most negative headlines don't work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives...from their actions...from their jobs or their businesses and definitely from their

relationships.

And they want to avoid more or continual pain, dissatisfactions, frustration, mediocrity, and unpleasantness of life.

So focus on the positive. And if you must mention negatives, quickly transition to positives in that headline wherever possible!

4. Avoid Blind Headlines

This means your headline must mean something. Immediately. It must stand alone. Think about it like this:

“If someone read my headline alone, are they more likely to make a purchase?”

Avoid the kind of headline which means nothing unless you read the whole thing.

5. The Golden Rule Of Attention

Ask yourself this: “What is the conversation they are having in their head right now?”

- What do they care about most?
- What is convenient to them?
- What makes your service in particular the best choice they could make?
- What other factors might influence their decision?

At the end of the day people are self-interested, especially when it comes to spending money. Give them a good reason why your product solves their dreams, problems or desires and you get the sale.

6. Clarity

Keep it clear and straightforward to avoid confusion. Don't use complicated words. Your headlines should make sense to most primary school children. That's because we see hundreds and hundreds of ads all day. Never before in human history has there been so much information flying around. A complicated message causes “cognitive load.” Cognitive load doesn't sell.

A Final Warning



<<<I AM WARNING YOU IMAGE>>>

If you don't gain your prospect's attention and desire immediately with your headline, that prospect won't listen, read or pay attention to your messaging full stop.

Make sure prospective clients pay attention and make buying decisions like this:

1. Grab attention like a thief in the night.
2. Remember that it all happens in a split second (like any good Dagastani mud wrestling competition).
3. Know your audience.
4. Big benefit. Big promise.
5. Don't be negative.
6. Avoid "blind" headlines.
7. Be clear.

Now... there's a lot to unpack here. This is a skill to be mastered. It takes a lot of energy, effort and focused time to get good at this. Most business owners we speak to don't have the time for it all. They're too busy... well, doing business!

If that sounds familiar, I would be happy to look at your headlines for free to make sure they are serving your business to the best possible degree.

And for any other marketing enquiries, you know we're always here to help!

Button: "Help me!"

Posts

#1

Expect to 20X marketing results with our guide...

How To Be THAT Local Business.

It's simple really.

You have to have great headlines. Here's how.

—

#2

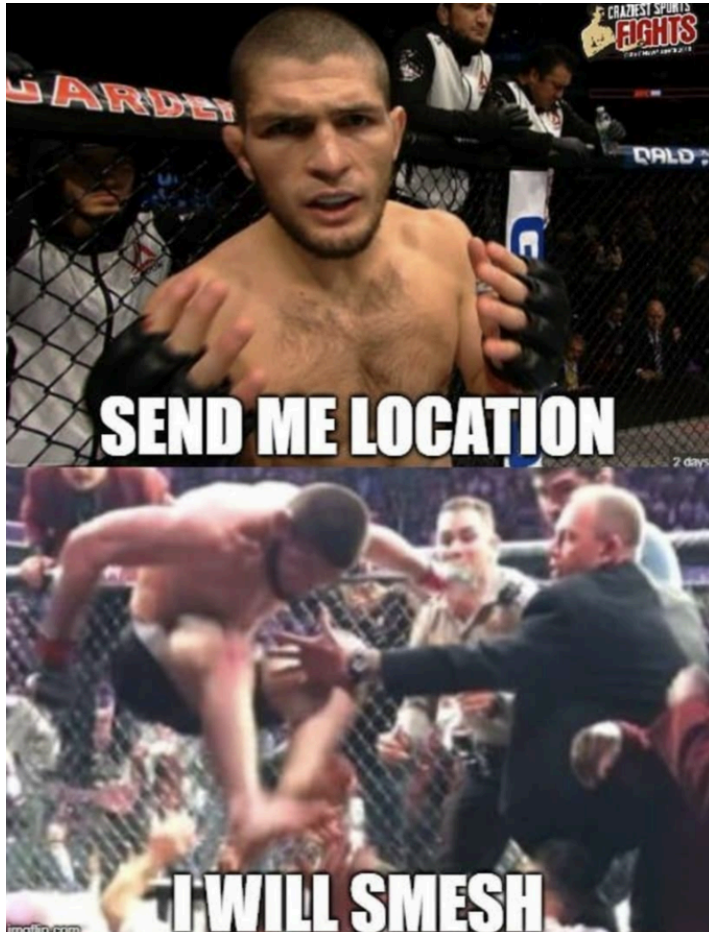
Talk To Khabib BEFORE He Smesh.

Have you ever had a conversation with somebody who just wasn't listening?

They don't hold eye contact. They look distracted. Maybe they scroll their phone.

It's a lot like wrestling a greased-up UFC fighter from Dagestan. You could never ever really grab a hold of the guy... even if you *were* any good at wrestling in the first place.

It's funny because Dagastani mud wrestling and local business success have a lot in common. Let me explain...



There's always a standout competitor who gets alllllll the attention.

Their marketing looks incredible.

You see them everywhere... and oftentimes you have no idea what makes them tick.

They are THAT business.

They get more customers.

They charge their customers top dollar.

They get more reviews than anyone else.

↳ It's an endless feedback loop called winning.

And all this makes it easy to feel kind of inferior to them. It's like they hold a secret.

Well let me burst the bubble.

80% of it is marketing.

—

#3

The Endless Feedback Loop Of Win.

When you get this, you will be well on your way to being THAT business. You'll have an unfair advantage.

STOP “wrestling customers in the door”,

Instead, pull punters in like an old British pub on a Friday night back in the day.

Here's how:

Understand we live in an attention economy.

- 1. No attention. No growth.**
- 2. Attention is the new economy.**
- 3. Every successful business knows this is true.**

If you don't get eyeballs on your business, someone else will.

—

#4

“How To Grab Attention?!”

Like in any good Dagastani Mud Wrestling competition, the best knockouts all happen in a split second.

It's the same thing with your marketing.

What's the first thing people see?

Your headline.

And in the split second they see your headlines, they either "hit it or quit it".

So if you want to grow your business.

You can either:

A) spend hundreds of hours learning copywriting, practicing writing headlines and testing them.

B) Do what you've always done and just sort of make it up as you go along.

Or C) Bring in an expert that spends all day every day perfecting headlines to bring in customers.

—

—

#5

The headline is unquestionably the most important element in most advertising.

Headlines are the opening sentence you use in ANY sales letter or written communication.

Headlines are the first words you or your salespeople utter on the phone, in person, or by email.

The headline is also the first paragraph you state when recording a commercial or when meeting people at your trade show booth display.

The purpose of a headline is to grab your prospect's ATTENTION.

Get this right and you will be able to grow your business on repeat, anytime, in ANY economy.

No matter the circumstances.

It is THAT powerful.

It is the singularly most important element of ANY selling message live or recorded, in person or by phone, audio or video.

—

#6

6 Secrets Of The “Uber-Headline” For Attention On Autopilot

1. Know Your Audience
2. Big Benefit. Big Promise.
3. Don't Be Negative Maaaaaan 🙌
4. Avoid Blind Headlines
5. 5. The Golden Rule Of Attention
6. Clarity

I'll explain more in the coming days...

—

#7

The Key To Growth Is Lying Doormant In Your Brain Right Now

But accessing that means knowing what questions to ask.

We ask our clients carefully thought out questions that help us to access that doormant growth opportunity.

It helps us understand their audience:

- What language they use.
- What they value.
- Where they live.
- Whether they have kids or pets.
- Their hobbies.
- Biases of their best customers.

With this info we can write very specific messaging, and run very targeted campaigns to bring the right customers to your doorstep every time.

—

Continue posts from here...

Reviews and feedback from current clients are an excellent resource for this.
This gives you a clear picture of your audience, how they communicate, and what they need.

Here's How To Hand Select Customers Like A Bear In The Salmon Run

Zero in precisely on who you want to reach. For example:

Want to reach homeowners? → Put the word “homeowners” in the headline.

Want to reach dog owners? → Put the word “dogs” in the headline.

Want to reach newly engaged couples? → Put the word “wedding” in the headline.

Want to reach local Hamptonites? → Put the word “Hampton” in the headline.

You get the point right?

The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you're trying to say in the body copy. That's because once you grab attention, the next most important thing your headline should do is vital:

Get them to read the next line of your advertisement.

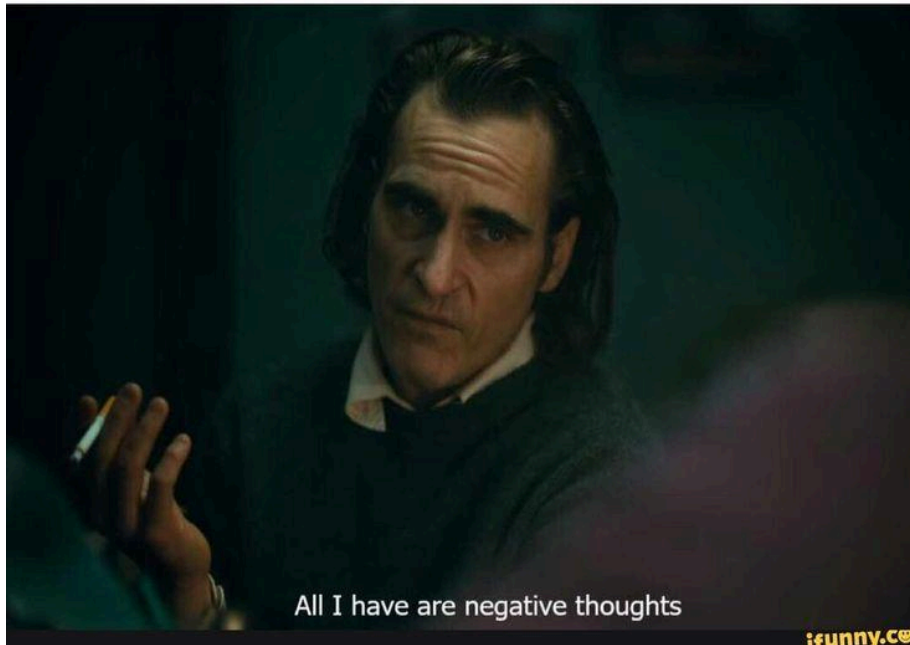
4. Big Benefit. Big Promise.

You get them to read the next line by telling people precisely the benefit you're offering them. Always incorporate your selling promise into your headline. *And make that promise as specific, desirable and advantageous to the prospect as possible.*

5. Don't Be Negative Maaaaaan 🙌

Proton : Why don't you smile?

Electron :



<<<NEGATIVE THOUGHT IMAGE>>>

Research shows that most negative headlines don't work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives...from their actions...from their jobs or their businesses and definitely from their relationships.

And they want to avoid more or continual pain, dissatisfactions, frustration, mediocrity, and unpleasantness of life.

So focus on the positive. And if you must mention negatives, quickly transition to positives in that headline wherever possible!

4. Avoid Blind Headlines

This means your headline must mean something. Immediately. It must stand alone. Think about it like this:

“If someone read my headline alone, are they more likely to make a purchase?”

Avoid the kind of headline which means nothing unless you read the whole thing.

5. The Golden Rule Of Attention

Ask yourself this: “What is the conversation they are having in their head right now?”

- What do they care about most?
- What is convenient to them?
- What makes your service in particular the best choice they could make?
- What other factors might influence their decision?

At the end of the day people are self-interested, especially when it comes to spending money. Give them a good reason why your product solves their dreams, problems or desires and you get the sale.

6. Clarity

Keep it clear and straightforward to avoid confusion. Don't use complicated words. Your headlines should make sense to most primary school children. That's because we see hundreds and hundreds of ads all day. Never before in human history has there been so much information flying around. A complicated message causes “cognitive load.” Cognitive load doesn't sell.

A Final Warning



<<<I AM WARNING YOU IMAGE>>>

If you don't gain your prospect's attention and desire immediately with your headline, that prospect won't listen, read or pay attention to your messaging full stop.

Make sure prospective clients pay attention and make buying decisions like this:

8. Grab attention like a thief in the night.
9. Remember that it all happens in a split second (like any good Dagastani mud wrestling competition).
10. Know your audience.
11. Big benefit. Big promise.
12. Don't be negative.
13. Avoid "blind" headlines.
14. Be clear.

Now... there's a lot to unpack here. This is a skill to be mastered. It takes a lot of energy, effort and focused time to get good at this. Most business owners we speak to don't have the time for it all. They're too busy... well, doing business!

If that sounds familiar, I would be happy to look at your headlines for free to make sure they are serving your business to the best possible degree.

And for any other marketing enquiries, you know we're always here to help!

Button: "Help me!"

Draft 2

Be THAT Business In Your Local Area.

20X marketing results, NO CAP.

Have you ever had a conversation with somebody who just wasn't listening?

No eye contact.

They look distracted.

Maybe they scroll their phone.

↳ It wasn't a conversation in fact.

It was more like wrestling a greased-up UFC fighter from Dagestan so you couldn't ever really grab a hold of the guy... even if you *were* any good at wrestling in the first place.

Local Business Competition & Dagastani Mud Wrestling

Advertising local business is similar to fighting a Dagastani UFC fighter. Let me explain...

There's always a standout competitor who gets alllllll the attention. Their marketing looks incredible. You see them everywhere... and oftentimes you have no idea what makes them tick.

Maybe they are THAT business. They have a huge squad of employees. Maybe their ads show in your feed everywhere you look. Maybe they keep it small but the overall image is absolutely on point...

Either way, THEY get more customers than everybody else. They charge their customers more than everybody else. And they get more reviews than anyone else. It's an endless feedback loop called winning. And all this makes it easy to feel kind of inferior to them. It's like they hold a secret.

Well, in this article we're gonna uncover the prime driver of this endless feedback loop these companies use to win an unfair advantage.

When you get THIS, you will be well on your way to being THAT business...

Let's get into it.

—

(Solution)

The Attention Economy

Attention is the currency of modern life. Maintaining attention is the second secret of ~~successful Dagastani mud-wrestlers~~ top local businesses. But that's a separate challenge we'll talk about later. First you need to be able to GRAB attention. Here's 3 reasons why:

4. No attention no growth.

If you can't grab attention nobody is going to buy from you. Simple as that.

5. Attention is the new economy.

It's really quite a seismic shift in how the world works. If you can grab a hold of attention you are 80% there with your marketing.

6. Every successful business knows this is true.

If you don't get eyeballs on your business, someone else will.

“So how do I grab attention?”

Like in any good Dagastani Mud Wrestling competition, the best knockouts all happen in a split second. It's the same thing with your marketing. What's the first thing people see? You're headline. And in that split second they either hit it or quit it.

The headline is unquestionably the most important element in most advertising.

- Headlines are the opening sentence you use in any sales letter or written communication to customers, prospects, suppliers, or staff.
- It's the first words you or your salespeople utter, when they engage anyone in a sales presentation or one-on-one discussion.
- the “headline,” or its “equivalent,” is the first phrase you begin your conversation with when a customer or prospect comes in or calls in.
- It is also the first paragraph you state when recording a commercial or when meeting people at your trade show booth display.

The purpose of a headline is to grab your prospect's ATTENTION.

Get this right and you will be able to grab attention for your business on repeat, anytime, in any economy. No matter the circumstances. It is THAT powerful. It is the singularly most important element of any selling message live or recorded, in person or by phone, audio or video.

**>>> Example: show a good headline vs a bad headline -
break it up with an image here <<<**

Good examples:

**The mcdonalds welcome script
The volkswagon ad by**

Everything You Need To Know To Grab Attention With An UBER Headline

6. Know Your Audience

- Targeting: Importance of addressing your specific audience in the headline.

We dove really deep into this in one of our most recent articles. You can read that [here](#). But for now, let's just summarize:

You must understand your audience:

- What language they use.
- What they value.
- Where they live.
- Whether they have kids or pets.
- Their hobbies.

Reviews and feedback from current clients is an excellent resource for this. Most business owners I talk to are incredibly well attuned to their customers and can tell me every metric I can imagine to write a great headline. This gives you a clear picture of your audience, how they communicate, and what they need.

Here's how you use that in a headline:

Zero in precisely on who you want to reach — your target market.

For example:

- If you want to reach homeowners, put the word “homeowners” in the headline.
- If you want to reach dog owners mention “dogs” in the title.
- If you want to reach newly engaged couples put “wedding” in the title.
- If you want to reach local Hamptonites put “Hampton” in the headline.

You get the point right?

The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you're trying to say in the body copy. That's because once you grab attention, the next most important thing your headline should do is vital:

Get them to read the next line of your advertisement.

7. Big Benefit. Big Promise.

Create a headline that tells the right people precisely the benefit you're offering them. When you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.

Always incorporate your selling promise into your headline.

And make that promise as specific, desirable and advantageous to the prospect as you possible.

8. Don't Be Negative Maaaaaan 🙌

Research shows that most negative headlines don't work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives...from their actions...from their jobs or their businesses and definitely from their relationships.

And they want to avoid more or continual pain, dissatisfactions, frustration, mediocrity, and unpleasantness of life.

4. Avoid blind headlines

— the kind which mean nothing unless you read or listen to the whole proposition: because — if you don't gain your prospect's attention and desire immediately 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.

5. The Golden Rule Of Attention

Ask yourself this: "what is the conversation they are having in their head right now?"

- What do they care about most?
- What is convenient to them?
- What makes your service in particular the best choice they could make?
- What other factors might influence their decision?

At the end of the day people are selfish, especially when it comes to spending money. Give them a good reason why your product solves their dreams, problems or desires and you get the sale.

6. Clarity

Keep it clear and straightforward to avoid confusion.

Step 4: Testing and Refining

- A/B Testing: Importance of testing different headlines to see what works best.
- Feedback: Encourage getting feedback from real customers or peers.
- *Stated differently, 80% of your outcome — four-fifths of your result...all but 20% of the success of your selling effort is effected 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 of your proposition. Every headline or opening statement should appeal to the prospect's or reader's or listener's self-interest. It should promise him or her a desirable, powerful and appealing benefit. If possible, try to inject "news" value or "educational" value into the headline also.*

A Final Warning

If you don't gain your prospect's attention and desire immediately 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.

Do this by:

15. Make sure you grab attention like a thief in the night.
16. Remember that it all happens in a split second (just like any good Dagastani mud wrestling fight).
17. Know your audience
18. Big benefit. Big promise.
19. Don't be negative.
20. Avoid "blind" headlines.
21. Be clear.

Now... there's a lot to unpack here. This is a skill to be mastered. Most business owners we speak to don't have the time for it all. If that sounds like you I would be happy to look at your headlines for free to make sure your headlines are serving their purpose to the best possible to degree.

And for any other marketing enquiries, you know we're always here to help.

Button: "Help me!"

Draft 1

Subject: Be THAT Business In Your Local Area

(juicy 1st para) Problem: Introduction:

- Hook: Wrestling analogy to illustrate the difficulty of competing in local markets.
- Purpose: Explain the goal of the article – to help businesses create effective headlines.

Have you ever had a conversation with somebody who just wasn't listening? It wasn't a conversation in fact. It was more like wrestling a greased-up UFC fighter from Dagestan so you couldn't ever really grab a hold of the guy... even if you *were* any good at wrestling in the first place.

Advertising A Local Business Is Similar To Fighting A Dagastani UFC Fighter

Let me explain...

There's always a standout competitor who gets alllllll the attention. Their marketing looks incredible. You see them everywhere... and you just have no idea what makes them tick.

Maybe they are THAT business with the fancy vans and a huge squad of employees. Maybe their ads show in your feed everywhere you look. Maybe they keep it small but the overall image is absolutely on point. They get more customers than everybody else. They charge their customers more than everybody else. And they get more review than anyone else. It's an endless feedback loop called winning.

And all this makes it easy to feel inferior to them. It's like they hold a secret.

Well, in this article we're gonna uncover one of the primary secrets these successful companies use. When you get THIS, you will be well on your way to being THAT business...

Let's get into it.

—

(Solution)

(Step 1: Understand the Importance of Headlines)

- Explanation: Why headlines are crucial in grabbing attention.
- Examples: Show the impact of good vs. bad headlines.)

The Power Of Capturing The Soul Of Loyal Enthusiastic Customers Get 'Em To Remember You And They Won't Look Elsewhere

One of the main secrets is maintaining attention. How you do that exactly is a whole other rabbit hole. We'll talk about that another time. First let's talk about attention.

Attention is the currency of modern life.

There I said it. You might of heard this before. And it's really quite a seismic shift in how the world works. If you can grab a hold of attention you are 80% there with your marketing.

And if you can't grab attention? Nobody is going to listen.

So how do you grab attention?

HL Ideas

- The Mother Of Attention Is The All Important Headline
- The Currency Of Attention Starts With A Bold Headline
- It All Starts With A Headline
- The All Important Headline
- It's All In The First Thing
- The First Thing People Read
- **It All Happens In A Split Second**

Let's take it back to the greased-up UFC fighter one moment. In this analogy, if you don't write incredible headlines... then you are the unfortunate wrestler in the scenario. And your competitor is the Dagastani warrior. *He* writes GREAT headlines. The headline may only be 3-10 words but it packs a punch so powerful that it could knock you out in one.

On the flipside... Get this and you will be able to grab attention for your business on repeat, anytime, in any economy. No matter the circumstances. It is THAT powerful. It is the singularly most important element of any selling message live or recorded, in person or by phone, audio or video.

Transition

Headlines Are More Than A Title At The Top Of Newspaper Articles

- Headlines are the opening sentence you use in any sales letter or written communication to customers, prospects, suppliers, or staff.
- It's the first words you or your salespeople utter, when they engage anyone in a sales presentation or one-on-one discussion.
- the "headline," or its "equivalent," is the first phrase you begin your conversation with when a customer or prospect comes in or calls in.
- It is also the first paragraph you state when recording a commercial or when meeting people at your trade show booth display.

The purpose of a headline is to grab your prospect's ATTENTION.

—

The Golden Rule Of Attention

Ask yourself this: "what is the conversation they are having in their head right now?"

- What do they care about most?
- What is convenient to them?
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- What other factors might influence their decision?

At the end of the day people are selfish, especially when it comes to spending money. Give them a good reason why your product solves their dreams, problems or desires and you get the sale.

For example, if you want to reach homeowners, put the word "homeowners" in the headline. The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you're trying to say in the body copy.

Sub-HL ideas

- Step 1 Of Writing A Powerful Headline
- Nobody Knows Your Customers Like You So Use That Knowledge

When I say your prospect, I mean that your headline should zero in on precisely whom you want to reach — your target market.

-

Step 3: Crafting the Headline

- *Big Benefit/Promise: How to highlight the main benefit or promise in the headline.*
- *Clarity: Keeping it clear and straightforward to avoid confusion.*

The headline should give the reader a Big Benefit or Big Promise.

- *So, create a headline that tells the right people precisely the benefit you're offering them. When you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.*

•

- *Always incorporate your selling promise into your headline.*

- *And make that promise as specific and desirable and advantageous to the prospect as you possibly can.*

Research shows that most negative headlines don't work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives...from their actions...from their jobs or their businesses and definitely from their relationships.

And they want to avoid more or continual pain, dissatisfactions, frustration, mediocrity, and unpleasantness from their lives. Avoid blind headlines — the kind which mean nothing unless you read or listen to the whole proposition: because — if you don't gain your prospect's attention and desire immediately 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.

Step 4: Testing and Refining

- *A/B Testing: Importance of testing different headlines to see what works best.*
- *Feedback: Encourage getting feedback from real customers or peers.*

- *Stated differently, 80% of your outcome — four-fifths of your result...all but 20% of the success of your selling effort is effected 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 of your proposition. Every headline or opening statement should appeal to the prospect's or reader's or listener's self-interest. It should promise him or her a desirable, powerful and appealing benefit. If possible, try to inject "news" value or "educational" value into the headline also.*

Conclusion:

- Recap: Summarize the key points of crafting effective headlines.
 - Call to action: Offer a free copy review to help businesses refine their headlines.
-

Outline (Step-by-Step Guide)

Subject: Be THAT Business In Your Local Area

Introduction:

- Hook: Wrestling analogy to illustrate the difficulty of competing in local markets.
- Purpose: Explain the goal of the article – to help businesses create effective headlines.

Step 1: Understand the Importance of Headlines

- Explanation: Why headlines are crucial in grabbing attention.
- Examples: Show the impact of good vs. bad headlines.

Step 2: Know Your Audience

- Targeting: Importance of addressing your specific audience in the headline.
- Personalization: Tips on including specific keywords like "homeowners" to draw in the right people.

Step 3: Crafting the Headline

- Big Benefit/Promise: How to highlight the main benefit or promise in the headline.
- Clarity: Keeping it clear and straightforward to avoid confusion.

Step 4: Testing and Refining

- A/B Testing: Importance of testing different headlines to see what works best.
- Feedback: Encourage getting feedback from real customers or peers.

Conclusion:

- Recap: Summarize the key points of crafting effective headlines.
 - Call to action: Offer a free copy review to help businesses refine their headlines.
-

JUICY First Paragraph Edit

Be THAT Business In Your Local Area

Have you ever had a conversation with somebody who just wasn't listening? it wasn't a conversation in fact. it was more like wrestling a greased-up UFC fighter from Dagestan so you couldn't ever really grab a hold of the guy even if you were any good at wrestling in the first place.

It's a similar problem with advertising as a local business. There's always a standout competitor who just seems to get all the attention their marketing looks incredible you see them everywhere and you have no idea what makes them tick.

One of the main Secrets is grabbing attention but how you do that exactly is a whole other mystery. but we'll talk about that another time.

first let's talk about attention

If you don't grab attention in the first Split Second then nobody is going to listen. so how do you grab attention?

that's what we're going to explore in this short article.

So first of all the greased-up UFC fighter in this analogy is your local business competitor who writes GREAT headlines.

You are the other wrestler in the ring.

And the grease represents the sheer difficulty of learning how to write a great headline.

So in this short article I'm going to replace the dagestani UFC fighter with someone of smaller stature and a similar skill level. plus we're going to take off all the grease to make it easy for you.

by the end you will have a great footing in writing winning headlines that grab attention for your business on repeat anytime in any economy no matter the circumstances.

Headlines

Make CERTAIN That Your Customers Pay Attention
Make Sure The Market Pays Attention To YOUR Business
Be THAT Business
Be THE Business People Pay Attention To
Be THE Local Business People Pay Attention To
STEAL The Attention Of Qualified Prospects With Just A Few Words

Professor Arno

Alright, @llango S. sorry for trampling over your ting brother.

But I promised to send a source in here.

So, here we go.

Here's a piece of text out of my swipecards. Use this text to craft an article @Students.

Have it done before Thursday so you can send it in ON Thursday.

SOURCE

How Good Headlines Can Build Your Business

The headline is unquestionably the most important element in most advertising.

Likewise — it is also the most singularly important element of any selling message “live or recorded, in person or by phone, audio or video” your company ever uses.

It is the opening sentence or paragraph you use in any sales letter or written communication you ever send out to customers, prospects, suppliers, or staff.

It's the first words you or your sales people (including in-store clerks, order department or telephone marketers) utter, when they engage anyone in a sales presentation or one-on-one discussion.

Likewise, the “headline,” or its “equivalent,” is the first phrase you begin your conversation with when a customer or prospect comes in or calls in.

It is also the first paragraph you state when recording a commercial or when meeting people at your trade show booth display. The purpose of a headline is to grab your prospect's ATTENTION.

When I say your prospect, I mean that your headline should zero in on precisely whom you want to reach — your target market.

For example, if you want to reach homeowners, put the word “homeowners” in the headline. The headline should serve as an ad for your ad. It should tell the reader immediately and clearly the essence of what you're trying to say in the body copy.

The headline should give the reader a Big Benefit or Big Promise.

So, create a headline that tells the right people precisely the benefit you're offering them. When you write or decide upon your headline — or its opening equivalent — you have spent at least 80 cents out of your dollar.

Stated differently, 80% of your outcome — four-fifths of your result...all but 20% of the success of your selling effort is effected 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 of your proposition. Every headline or opening statement should appeal to the prospect's or reader's or listener's self-interest. It should promise him or her a desirable, powerful and appealing benefit. If possible, try to inject "news" value or "educational" value into the headline also.

Always incorporate your selling promise into your headline.

And make that promise as specific and desirable and advantageous to the prospect as you possibly can.

This requires longer or detailed news, educational and information-worth statements. Research shows that most negative headlines don't work — unless you use negativity to underscore any undesirable results the prospect can expect to eliminate or avoid.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives...from their actions...from their jobs or their businesses and definitely from their relationships.

And they want to avoid more or continual pain, dissatisfactions, frustration, mediocrity, and unpleasantness from their lives. Avoid blind headlines — the kind which mean nothing unless you read or listen to the whole proposition: because — if you don't gain your prospect's attention and desire immediately 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.