

How To Write Powerful, Compelling Headlines In Record Time

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**THE MOST IMPORTANT PART OF ANY MARKETING PIECE
IS THE HEADLINE!!!**

Your headline is absolutely, positively the most important part of any sales letter or any space advertisement. The headline will make or break your ad – whether it's for a squeeze page, book, info-product, service, etc.

If your headline isn't effective, if it doesn't get the reader interested in learning more about your offer, you're dead. They are not going to read any further.

The importance of developing a strong headline cannot be overstated.

So in this report, I'm going to give you a very practical **THREE STEP** system to creating powerful, compelling headlines in record time.

STEP 1 – CHOOSE THE BENEFIT YOUR HEADLINE WILL PROMOTE

The secret to making your headline super effective is to add a strong benefit or benefits.

Look at all the benefits of what you offer to your customer / client. Now, pick out the most important benefit and use that as the key element in a headline.

Be sure to pick the strongest benefit and write it in such a way that your prospect is intrigued and will want to learn more.

Don't be cute or clever here. State the benefit(s) simply but strongly.

Back when I was performing Magic Shows I sent lots of promotional letters/postcards/etc. out to prospects. And I was pretty good at marketing, but to be honest, I BROKE this rule and tried to be too clever on several of my sales letters, both of which bombed.

For example, when writing to promote a magic show to libraries, one of the headlines was:

The Secret To Making Your Summer Reading Program Sizzle.

Sounds neat doesn't it? Neat but not effective. Where's the benefit? "Sizzling" is not a benefit. A much better headline would have been:

Who Else Wants A Summer Reading Program That's Fun, Affordable, And Encourages Reading?

This headline points to the three major things a library wants in a summer reading program. More than likely, they are going to read the rest of my letter.

Another example of a poor headline, which when I used it I thought was great, was:

I Made A Big Dumb Mistake And I Hope You'll Accept This \$50.00 Gift Certificate As An Apology

The letter went on to explain that I was offering a great deal on a show because I was getting the information out so late.

The problem was, most people didn't read the letter because the headline was so weak.

A better headline would have been:

How To Bring An Important, Fun And Educational Program to Your School And Save Money At the Same Time.

This headline would encourage the reader to learn more about what I was offering. I then could have used my "I Made A Big, Dumb Mistake..." as a sub-headline later in my letter to justify why I was giving the discount.

So identify your key benefit that you want to deliver.

Now on to STEP TWO...

STEP TWO – CHOOSE A TEMPLATE / FORMULA FOR YOUR HEADLINE

There isn't any need to reinvent the wheel. Keep your eyes open. When you see an effective headline, copy it down and modify it for your use! (Don't copy it word for word, especially if it's a headline from someone in your industry.)

Over the next few pages you'll discover a TON of different headline templates, you can model – they come from a wide variety of sources.

They can ALL be useful in crafting a great headline / subhead.

Finally – a “cure” for _____

My Friends were shocked when I told them _____

They laughed when I _____, But then I _____

Discovered – Amazing Way to _____

How a _____ Saved Me From _____

Why Almost Everyone is Dead Wrong About _____, Including How
to _____, _____, and _____!

Now YOU Can Be One of the Select Few to “Test Drive” This Jealously
Guarded Secret Weapon to _____ and Claim Your Chance to Win
_____ ... Just For Reading This Free Report!

Whose Fault When Children _____?

Now You Can Stop _____ -- Even When _____!

How to Get Your _____ Bragged About!

Amazing Offer to _____

Don't _____ Until You Read This Message!

A Breakthrough Idea For _____ Who Want to _____

Why Am I Giving You \$ _____ Worth of _____ For FREE!?

You Can Laugh at _____ If You Follow This Simple Plan

Important News For _____ Who Swore They Would Never

What's Your Best Chance To _____? The Answer Below May
Surprise You.

Some Straight Talk About _____ and Your _____
At Last, Someone Has Unlocked the Secret to _____

How Often Do You Hear Yourself Saying, "No, I Haven't _____, I've
Been Meaning To."

Attention _____: Don't Buy Any _____ Until You Read This!

The 5 Most Costly Mistakes in _____ -- How Many Are You
Making Right Now?

The Crimes We Commit Against _____

WARNING: This Will Be The Most Important Information You Will Ever
Read About _____ and Taking Control of _____

A Startling Fact About _____

Some Straight Talk About _____ and Your _____

If You Can Answer One Easy Question, You're Already 90% of the Way
Toward _____

An Open Letter to _____ Who Secretly Believes that Most _____
are Garbage

Why Almost Everyone is Dead Wrong in How They _____

A Rare Opportunity To Turn _____ Into _____

Have You Ever Said: "I Just Can't Seem To _____"

Say Goodbye to _____ Problems

Who Else Wants an Easy, Proven Way to Get _____ Excited About
_____.... Without Spending One Red Cent Up Front!?

The Secret of _____

At Last! A Proven Method for _____
If You Were Given \$_____ to Spend, Isn't This the Kind of
_____ You Would Create?

The "10 Quickest Ways" to _____

The Passport to _____

It's Crazy that a _____ Would _____

How Bad a Beating Are You Willing To Take on _____

What's Wrong With This Picture?

If You Read Nothing Else About _____, Read This

Which of these 5 _____ Troubles Would You Like to End?

STEP THREE – WRITE AND REWRITE

Now take these headline snippets and rework them into different benefit-oriented headlines and subheads for your target market / audience.

Then choose what you think is the best one and give it try.

You won't know until you actually put it out there, so do it.

Here's some final points to consider when evaluating the headlines you write:

1. Make the Core Promise **BIG** and **BOLD**. The bigger and bolder the better.
2. **DO NOT USE ALL CAPS FOR THE ENTIRE HEADLINE**. It makes it difficult to read. Capitalizing the first letter of every word has been proven to be effective.
3. “Quotation marks around the headline” have been shown to increase response.
4. Both long and short headlines work well as long as they “speak” to your prospects' interest.
5. Write headlines in a National Enquirer style. If you don't get the National Enquirer every week, you should. It includes some of the best copywriting and headlines on the entire planet. Don't tell me that your customers are too sophisticated for you to use this strategy or that it doesn't fit your “image”. You can't deposit image in the bank. This style of writing works. Model it.
6. Don't be cute or try to be clever. If your prospect has to guess what your advertisement or letter is about after they read your headline, it sucks.
7. Don't talk about how great you are. Speak to your prospects' interests and desires.
8. Don't try to “trick” your prospect into reading your ad or letter. “FREE SEX!” as a headline will certainly get attention, but you're just going to piss off your prospect when they continue reading and find out that you are trying to sell them a magic show.

9. Do NOT send out or hand out any piece of printed material that does not have a headline. Ever.
10. Your name as a headline is a deadline. Don't use your name or your company's name as a headline.

BONUS - 105 POWERFUL, PROVEN HEADLINES

To create your own snippets, here's a list of 105 powerful headlines used to great success by other businesses. Don't steal them directly – learn by example and use them to create your own.

1. 161 New Ways to a Man's Heart – In This Fascinating Book for Cooks!
2. 26 Days That Have Changed Thousands of Lives
3. 42 Ways To Stop A Man From Cheating On You
4. 67 Reasons Why It Would Have Paid You to Answer Our Ad A Few Months Ago
5. 7 Steps to Freedom
6. 7 Ways to Collect Your Unpaid Bills
7. A Completely Different Approach To 'Mail Order' Took Me From Broke to \$4,000.00 a Day, Working From Home, In Only a Few Months – And I'm Convinced Anybody Can Copy What I'm Doing, Once They Understand It.
8. A Surprisingly Simple Way to Get "Out of The Rat Race" (And Into the Chips!)
9. A Significant Breakthrough In The Fight Against the Effects of Aging
10. Advice To Wives Whose Husbands Don't Save Money – By a Wife
11. Am I Crazy To Sell This House for Only \$13,250?
12. American Woman, Say Hello To Your Next Boss. You.
13. Are You Ever Tongue-Tied At A Party?
14. Are You Ready to Use Self-Hypnotism To Make Life Give You What You Want?
15. Banking Secrets That Banks Don't Want Published

16. By This Time Next Month You Could Have a Global Data Communications Network
17. Buy No Desk Until You've Seen This Sensation of the Business Show
18. Can You Pass This Money Test?
19. Caution: Don't Let This Program Make You Too Thin
20. Confessions of a Disbarred Lawyer
21. Costa Mesa Man Swears Under Oath That His New "Energy Pill" Does Not Contain Cocaine Or Any Other Illegal Stimulant
22. Dare to be Rich
23. Desperate Woman Loses 277 Lbs. With Amazing Diet Secret
24. Did You Ever See a 'Telegram' From Your Heart?
25. Discover the Fortune That Lies Hidden In Your Salary
26. Doctors Prove 2 out of 3 Women Can Have More Beautiful Skin In 14 Days
27. Don't Try This with Any Other Copier
28. Do You Have What It Takes To Become a Millionaire?
29. Do You Honestly Want to Become Rich?
30. Double Your Money Back If This Isn't The Best Onion Soup You Ever Tasted
31. Expect a Better Future
32. Famed Physicist Proves That Sitting In A Pyramid Causes Unexplainable Good Things to Happen
33. For the Woman Who is Older Than She Looks

- 34.Free Book Tells You 12 Secrets of Better Lawn Care
- 35.Greatest Goldmine of Easy ‘Things to Make’ Ever Crammed Into One Big Book
- 36.Girls... Want Quick Curls?
- 37.Give Me 5 Days And I’ll Give You a Magnetic Personality... Let Me Prove It – FREE
- 38.Have You Ever Said ‘I Just Can’t Seem to Concentrate?’
- 39.Have You Got These Symptoms of Nerve Exhaustion?
- 40.Here Is A Way To Make Money That Has Never Yet Failed
- 41.How a Fool Stunt Made A Star Salesman
- 42.How I Made a Fortune With a Fool Idea
- 43.How the Experts Buy & Sell Gold and Silver
- 44.How To Discover the Fortune That Lies Hidden in Your Head
- 45.How to Discover the Priceless Secret of Good Health And Slash Your Medical Bills In Half
- 46.How to Give Your Children Extra Iron. These 3 Delicious Ways
- 47.How to Handle Angry Callers In 7 Not-So-Easy Steps
- 48.How To Plan Your House to Suit Yourself
- 49.How To Take Out Stains... Use (product X) And Follow These Easy Directions
- 50.I Was Held Hostage For 4 Days By the Sharpest Minds in Direct Mail
- 51.If You Can Lick a Stamp You Can Lick Your Weight Problem

- 52.If You Can Read & Write Simple English, I'll Show You How To Make Real Money Selling Words
- 53.If You Read Nothing Else – Read This!
- 54.Imagine Me... Holding an Audience Spellbound for 30 Minutes!
- 55.It's Crazy That A High School Dropout Can Make This Much Money
- 56.It's Easy To Cash In On Your Amazing Astrological Abilities
- 57.Just Imagine the Gasps of Amazement From Family and Friends When They Watch Your Pet Parrot –
- Roll over and play dead like a dog
 - Raise a flag up a toy flagpole
 - Deposit coins into a toy bank
 - Ride a scooter across the floor
 - And even more amazing tricks!
- 58.Lead & Succeed In Your Career... and in your life!
- 59.Let This Machine Make You At Least \$30.00 An Hour
- 60.Look Who's Eating Yogurt!
- 61.Looking For a Growing Business With A Great Track Record?
- 62.Men Who 'Know It All' Are Not Invited to Read This Page
- 63.Money-Saving Bargain From America's Oldest Diamond Discount House
- 64.My Feet Were Killing Me... Until I Discovered The Miracle Of Hamburg
- 65.My Name is Paul Franklin... And I'd Like to Make a Confession!
- 66.New Help For Not So Perfect Hair
- 67.No More Back Breaking Garden Chores For Me – Yet Ours Is Now The

Show Place Of The Neighborhood

68.Now Let This Strange And Powerful Gift From Outer Space Bring You Incredible Good Luck Absolutely Guaranteed!

69.Now! Own Florid Land This Easy Way... \$20 Down and \$20 a Month

70.Of Course You Can Afford It. Think Of All The Money You've Saved Drinking Ordinary Scotch.

71.Only 1 Career Woman in 1000 Finds the Job She Deserves

72.Our Sales Approach Helps You Avoid Unpleasant Surprises Down The Road

73.Pregnant? The Sooner You Know The Better

74.Read It Tonight And Start Tomorrow

75.Right And Wrong Farming Methods ... And Little Pointers That Will Increase Your Profits

76.Should You Invest In a Tax Exempt Bond Fund?

77.Some Straight Talk About Vitamins And Your Sex Life

78.Stop Dreaming and Start Making Money

79.Suppose This Happened On Your Wedding Day!

80.Take Everything! Keep Everything! Just For Looking! No Strings!

81.Test Your Ability To Ever Grow Up

82.The Amazing Secret of a Marketing Genius Who Is Afraid to Fly

83.“... The Amazing Thing, Of Course, Is The Speed At Which This Program Works. It Is Rather Remarkable To Throw Off As Much As 6 Pounds of Fluid And Fat in The Very First Weekend...”

84.The Art of Selling By Telephone

85. The Greatest Bargain of Your Life
86. The Lazy Man's Way To Riches
87. The Lowdown On Self-Publishing
88. The Quickest Way I Know to Make A Million Dollars
89. The Ugly Truth About Your New Car
90. This is Absolutely The Easiest Way For You To Have A Future Free Of All Money Worries
91. Thousands Have This Priceless Gift – But Never Discover It!
92. To People Who Want to Write – But Can't Get Started
93. Too Busy Earning A Living To Make Any Money?
94. WARNING: This Will Be The Most Important Information You Will Ever Read on the Internet About Buying Prescription Drugs and Taking Control Of Your Healthcare
95. We're Looking For People To Write Children's Books
96. What Everybody Ought to Know About This Stock And Bond Business
97. What's Wrong With This Picture?
98. Why Some People Almost Always Make Money In The Stock Market
99. Would You Like To Have a Photographic Memory?
100. You Can Laugh at Money Worries If You Follow This Simple Plan
101. You Don't Know Me I Realize... But I Want You To Have This Before It's Too Late
102. You Possess a Powerful SIXTH SENSE That's Ready and Waiting To

Help You! And Activating It is Easier Than You Might Think!

103. Your Survival Guide To Corporate Politics
104. You'll Just Love The Way This Diet Pill Works!
105. You're Never Too Old To Hear Better

Finally, let me end with a piece of great advice from John Caples:

“First and foremost, try to get self-interest into every headline you write. Make your headline suggest to the reader that here is something he wants.”