

High Profit Headlines

“A Crash Course In Writing Profit-Generating Headlines”

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A headline can make the difference between success and failure in bringing your product or service to the public. It can immediately pull your prospect into the copy, or fall flat and produce dismal results. A headline can be a very powerful customer conversion weapon!

How to write high conversion headlines for any product or service.

Know exactly who your prospect is. Who are you attempting to reach with your product or service? If you said “everyone,” you’re not being realistic. Having a target in mind is vitally important. Write down specifically who you are reaching out to with your headline, and then start listing the things that are important to them. This will help you clarify what your headline and copy will contain.

Be specific about your customer’s dilemma, and how it can be solved. If I have problems with biting my nails, I don’t need to be told that it doesn’t make my fingers look nice. I want to be told exactly how to stop it, once and for all. Discover the things that are keeping your potential customers frustrated and anxious...then help them find a positive solution. Frame the problem and the fact that you are about to share the solution in the copy if they read on.

Know exactly what you want your prospect to do. Many businesses just want more business. You have to be more specific than that. Write down exactly what you wish for your prospect to do after he is finished reading your copy. Do you want him to sign up for a free newsletter? Then make all of your copy lead him towards making that decision. Do you want her to buy your company’s new unconventional dog leash that can give her more control of her Siberian Husky? You’ll have to know that this is the specific task that you want her to perform, and write a headline that leads into copy that shows her what to do next.

Test, test, test. This task cannot be understated. You will not know which headline pulls best if you continually run only one. Create several for the same product or service and be honest with yourself. Just because you think a headline is clever, doesn’t mean that it converts well. There’s only one way to discover a winner, and that is to continually test. You can test a variety of fonts, colors, sizes, accompanying graphics, and a plethora of other variables. You’ll never know just how good it could have been unless you test.

Here are some ideas and tips that can assist you in writing great headlines:

Ask a wild question...then answer it. The wilder and more unbelievable the better...as long as you can substantiate it. *Example: "Can camel urine help your garden produce basketball-sized tomatoes?"*

Keep in mind, that if camel urine can't do that, you'd better not use that headline. Only use what you can substantiate in the copy of the sales piece that you are using.

Ask a pointed question. If you ask a specific question about a specific frustration or problem, you will have the opportunity to explain a solution in the copy that follows the headline. *Example: "Are you sick and tired of high heating costs?"*

A question like this allows you to provide a direction toward the solution in the sub-title underneath.. *Example: "Are you sick and tired of high heating costs? Here's what an old Montana farmer did to cut his fuel bill by 74%"*

Tell the reader to do something you really *don't* want them to do. Make a direct statement for them to do something that you really don't want them to do, and then turn it around with why it would be ridiculous for them to do that by explaining in the sub-title. *Example: "Don't Even **Think** About Reading This!" (sub-title) "Unless you're thoroughly disgusted by high gasoline costs."*

Use data and statistics to introduce the reason why they should keep reading. People like numbers, even numbers that they don't understand. Numbers give them a scientific reason why they should believe your claims...or at least look at your offer. *Example: "Here's how 93% of computer programmers protect their hard drives...and how you can too!"* Don't round off the numbers of your statistics to the next even place. (ie: 47 becomes 50.) Odd numbers are even better. They lend legitimacy to the headline.

Begin telling a story in the headline. People are intrigued by human interest stories. This is why the "local boy makes good" stories have always been popular in newspapers around the globe. Begin telling your story, either negatively or positively, and then expound in the copy. *Example: "I was flat broke and wondering how I was going to pay the rent, when the phone rang with a call from my eccentric buddy in Toledo ."* You could then go on and expound on what happened in your story in the copy portion of your sales letter.

Be exclusive. People want to be part of something exclusive. Give them that opportunity by bringing exclusivity to the headline. *Example: "This offer is only for closet writers who want to be published in the next 3*

months.” With an appropriate sub-title, this headline can weed out the “tire-kickers” and send qualified people into your sales letter.

Appeal to curiosity. Curiosity is a powerful weapon in helping people to look further. Pique the reader’s interest, and they *will* read further. *Example: “Clean stained wood floors with dairy milk?”* Coupled with a powerful sub-title, this type of headline can pull the reader into the copy very quickly. It’s punchy, and it can work.

Use a customer testimonial. Since testimonials are so useful in the copy of a sales letter, why not use them in a headline? *Example: “Since I began using it, my back has been pain-free.”* (then add name and address next to the headline). You can add a sub-title that draws the reader into the copy. *Example of sub-title: “Here’s why we get letters this on a daily basis.”*

Throw down a challenge to the customer. People love to be challenged, and you can use this fact to your advantage. *Example: “Can your vehicle tailpipe pass the chalk test?”* This engaging style of headline can be a great motivator.

Remember, the main thrust of your headline should be to engage the reader into actually reading more about your product or service.

10 high-conversion headlines

The following, are examples of high-conversion headlines that are proven prospect pullers. Use these templates to test and re-test your product and service offers. Don't limit yourself to just what I have written here. Use these examples to spark your imagination, and tweak your headlines until you have a proven winner. Consider employing other ideas from the above tips to make your headline into a high-conversion tool in your sales letters. These will get your creative juices flowing.

1. "The Top 3 Strategies for _____ Professionals Who Want to _____."

Examples:

"The Top 3 Strategies for Real Estate Professionals Who Want to Close More Sales."

"The Top 3 Strategies for Public Accounting Professionals Who Want to Increase Their Net Income."

2. "_____ For Only \$6.23 a Month...Guaranteed."

Examples:

"Keep Your Dog Healthier For Only \$3.27 a Month...Guaranteed."

"Learn The Secrets of the Golf Masters For Only \$2.73 a Month...Guaranteed."

3. "What Most _____ Professionals Don't Know About _____."

Examples:

"What Most Recording Studio Professionals Don't Know About Sound."

"What Most Health Professionals Don't Know About Losing Weight."

4. "Become _____ With These 5 Little Known _____ Tips."

Examples:

“Become The Head-Turner You’ve Always Dreamed of With These 5 Little Known Celebrity Beauty Tips.”

“Become a Better Speaker With These 5 Little Known Audience Approval Tips.”

5. “ _____ Agree, _____
Can _____ ”

Examples:

“9 Out of 10 Dermatologists Agree That This One Ingredient Can Actually Diminish Your Acne After the First Application.”

“The Top 3 Bass Fishing Professionals Agree That This Secret Spray Can Increase Your Daily Catch By As Much As 87%.”

6. “Takes On _____, _____ and
_____. _____ Secrets
_____.”

Examples:

“ School Drop-out Takes On Corporation In Landmark Case and Wins! How His 7 Litigation Secrets Could Help You Successfully Win More Cases.

“Skinny Wimp Takes on Sneering Bully and Beats Him to a Pulp. The 9 Self-Defense Secrets He Used That Could Save Your Life.”

7. “Stop _____ . Here’s _____
From A Former _____.”

Examples:

“Stop Making Promises You Can’t Keep About Your Weight. Here’s The Straight Truth About How to Lose it From A Former 457 lb. Housewife.”

“Stop Bad Behavior in Your Child. Here’s Plain Talk From a Child Psychologist About How to Verbally Take Control of Any Behavioral Situation in 45 Seconds or Less.”

8. “Are You Still _____? Here Are
_____.”

Examples:

“Are You Still Living Paycheck to Paycheck? Here Are 7 Tips for Getting Ahead.”

“Are You Still Trying to Get Signed? Here Are The Music Industry’s Top 5 Strategies for Getting Your Foot in the Door.”

9. “How to Make Sure_____.”

Examples:

“How to Make Sure Your Cat’s Dental Health is the Best That it Can Be. Here’s 3 Easy Tips.”

“How to Make Sure That Your Windows Are Properly Installed.”

10. “What _____ Won’t Tell You About _____,
and How to _____.”

Examples:

“What Most Lending Institutions Won’t Tell You About Getting a Great Home Loan, and How to Discover the Real Deal.”

“What Your Doctor Won’t Tell you About Vaccinations, and How to Find the Truth.”

Remember, testing is the key to discovering headlines that pull. Don’t be satisfied with lame conversion rates. Keep tweaking and testing until you’ve discovered what will work for your specific offer.

For a quick and easy way to “*Maximize*” your profits, by finding the headline that generates the highest sales (or the most subscribers), please check out our brand new Headline Maximizer software now by [clicking here](#).

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