



## Business Development Ideas to Help You:

- ◀ **Make \$1,000,000 to \$5,000,000 Every Year**
- ◀ **Dominate a Market/Eliminate Competition**
- ◀ **Triple the Value of Your Business**



## Effective Use of Headlines

Your marketing piece has to have one! Having NO headline is probably the biggest mistake a marketer could make. And your company name DOES NOT qualify as your headline.

### HEADLINE EVALUATION QUESTIONS

- What are you trying to communicate, in simple terms?
- What point are you trying to drive home?
- Can the reader get a good idea from your headline alone of what you're selling?
- Does the headline paint a mental picture? If so, what is the mental picture? If not, why not?
- Would the reader be interested in taking **action** based on the headline?
- Would you be willing to mortgage your home to pay for the ad with the headline?

Example of a **poor** headline:

### **ABC Construction**

Ooohhh, doesn't this company name "headline" just draw you in and make you want to keep reading? Hardly.

Sit down and write no fewer than 15 or 20 headlines for your marketing correspondence before even starting to write the rest of the ad. That's right, 15 to 20 headlines. We've written as many as 180 to 200 headlines for a single project and routinely write 30 to 50 headlines for any given project.

Why so many? Well...

It forces you to gather your ideas and focus them into short, one phrase or one sentence pieces.

Once you've written the headlines, writing the rest of the ad actually becomes a lot easier. Here's a successful headline we wrote:

**"We Had The Biggest, Fattest Guy We Could Find Jump Up And Down On Our HS-27 Control Panel For 12 Minutes...Just To Make Sure It Could Endure Any Punishment Your Customers Could Dish Out."**

You could probably write the rest of the ad while hardly knowing a thing about HS-27 Control Panels. Do you know why? Because after that headline, **90% of the story has already been told - with one single headline!**

If you write 20 headlines, chances are you're going to have 4 or 5 good ones. That's usually enough to write a couple of good ads, especially if you use some of them as *sub-headlines*.

So how do you write 20 headlines for a project you're working on? Well, there are three basic ways to come up with good headlines:

1. Simply write straightforward headlines in *plain* English.
2. Use one of our twelve headline starters:

Bold Claim	News
Comparison	Numbers
Guarantee	Problem/Solution
How To	Questions
Inflammatory	Testimonials
The OFFER	Who, Which, What, Why

3. Model your headline on headlines that have worked in the past.

If you'd like to learn more about innovation and marketing strategies and how to develop effective business practices, request our **FREE CD program "Monopolize Your Marketplace."** Simply respond back to this email with the letters "MYM" in the subject line and provide your complete contact information.

**This Value Building Strategy was brought to you by...**

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