

Easy Selling Success

Module 1

Headlines

Headlines

The Headline is an ad for your ad!

There are three pieces to the headline although not all of them are used in all cases.

- The Pre-Head
- The Main Headline
- The Sub-Head



Synergy With Each Other

Pre-Heads

Pre-heads appear immediately above (before) a headline and serve one of 4 purposes:

- Set up the headline with supporting info
- Define the audience to whom you are addressing
- Identify the advertiser or product
- Identify an ad in a series of ads

Pre-heads should only be used when necessary. Overuse reduces their effectiveness.

Main Headlines

- ✓ Offer a solution
- ✓ Tell them how to do something
- ✓ Ask a question to engage the reader
- ✓ Give a quantifiable result – specificity sells

Main Headlines

- ✓ **How To Write A Powerful Headline!**
- ✓ **The Quick And Easy Way To Write An Ad That Converts!**
- ✓ **The Secret To Writing That Sells!**
- ✓ **Selling Secrets Revealed!**

A photograph of a person standing on a subway platform, looking at a train that is blurred as it passes. The scene is dimly lit with overhead lights.

Sub Heads

These occur below the main headline and serve to move people straight to the first paragraph.

A photograph of a person standing on a subway platform, looking at a train that is blurred as it passes. The scene is dimly lit with overhead lights. The person is wearing a dark jacket and light-colored pants. The train is moving from left to right, creating a sense of motion.

Sub Heads

Clarify or support the main headline with examples or a strong transition to the first paragraph.



Sub Heads

They are also used throughout the body copy to emphasize a point about the paragraph directly beneath it to help stop skimmers!

Mastering Headlines



Bigger Commissions! Higher Conversion Rates! Higher Clickthrough On PPC Ads!

A blue pen with a gold coin on its tip, resting on a grid background. The text is overlaid on this image.

Important!

**You must know WHO
your customer is when
targeting your headline!**

Take the time to find out!

Headline Exercise:

In the following slide you will see some words that are designed to spark your imagination.

Read each one out loud, then write five headlines that pop into your head from reading them.

Write them in a comment on EasySellingsuccess.com

Imagination Words:

**Announcing At last Exciting First
Astonishing Fantastic Fascinating
Exclusive Free Guaranteed Initial
Incredible Improved Limited Offer
Love Powerful Phenomenal Special
Revealing Introducing Successful
Super Time-Sensitive Urgent You
Unique Wonderful Breakthrough
Revolutionary New How-To
Write Quickly...**