

“Power Headline” Formulas

Now let's create the “ad for the ad” - a powerful headline. Go back over your notes and mentally “load up” your most powerful emotional motivators again. Then, consider the benefits that your product/service offers. Finally, use the following formulas to write at least 10 variations of this headline - that will grab your prospective customer's attention and draw them in instantly.

Result (Benefit) Focus

How To Get [Result] [Quickly] [Without Risk]

Example: “How To Get Out Of Debt In 90 Days Or Less With This Simple, Guaranteed System”

Pain Focus

How To [Eliminate Specific Pain] [Without More Pain]

Example: “How To Lose 33 Pounds Of Fat Without Torture Diets Or Hard Exercise”

Situation Focus

If [Specific Emotional Hot Button Situation Is Happening], Then [Worst Fear Might Be True]

Example: “If You Experience Lower Back Pain While Sitting, Then You May Need Surgery”

Action Focus

What To Do If [Specific Hot Button Situation]

Example: “What To Do If You Notice Your Husband Looking At Other Women”

Customer Focus

10 Mistakes Most [Customer Description] Make [In Situation] - And How To Avoid Them

Example: “10 Mistakes Most Men Make When Approaching Women - And How To Avoid Them”

Approach Focus

Why [Common-Sense Approach] Doesn't Work... And What To Do About It

Example: “Why Diets Don't Work... And What To Do About It”

Magic

How To [Turn Problem] [Into Benefit]

Examples: “How To Use Your Credit Cards To Make Money.” Another: “How To Lose Weight By Eating MORE Food.”