

“Teaches how to instantly capture consumers attention -- from ads to YouTube to social media.”

How to  
**Break Through**  
*the 2-Second*  
**BARRIER!**

WITH BLOCKBUSTER HEADLINES THAT  
RIVET ATTENTION AND SELL PRODUCT!

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## INTRODUCTION

I don't care what form of marketing you use. It doesn't matter how many tricks you use. How many marketing funnels you create. It doesn't matter what deal you get on ad buys. Even if your advertising is free, you are not going to sell product unless you can write or communicate a blockbuster sales pitch.

The SALES PITCH is what sells product. Everything else is for naught if you can't construct a sales pitch that makes people run through walls to buy your product (as opposed to jumping through hoops).

What's the most important element of the sales pitch? It's the HEADLINE! And it has only 2-seconds to perform its magic. This is not just my opinion.

In 2020, Mars candy company embarked on a six-month research project to determine exactly how much time the average person would give to an advertisement. The total sum of their research included studying 4000 campaigns in which they had identified a direct sales impact. They found an ad has 2 seconds to grab a prospect's attention. If this is not accomplished, the prospect moves on. <sup>(1)</sup>

Think about how little 2-seconds is. Better yet, time it. Snap your fingers twice. Bam. Done.

Again, the key is the headline. By headline we mean: The first thing about your communication that people see, whether it be the written *headline* of an advertisement, a *subject line* of an email, the first 2 seconds of a *video*, the first 2-seconds of an *audio*, or the instant impression of a *graphic*. If you are active on social media and consider your comments to be a way of attracting business it would also include the first sentence in your comments, posts, and blogs.

If you don't grab people with the "headline" then your advertising or messaging won't work. You'll end up creating endless "funnels," or doing other "marketing acrobatics" in an attempt to get leads and sell product.

Repetition is important. But you gotta have something worth repeating. It's all about the headline.

You are about to embark on a journey that, if you apply the data, can mean the difference between success and failure, not only in business, but in life. If you want to succeed in either you must be a master at getting attention and holding it. Sorry to say this is a fact of life. Please don't take this to mean that you will do anything to attract attention. No one is going to suggest that you wear a clown outfit and do backflips. You want to attract the right kind of attention from the right kind of people. To do so is an art that is worth pursuing, not only because it will help you succeed, but because it's fun. A lot of fun.

Some people that read this book will be selling services. A consultant, for example. Others will be selling products, such as bicycles, or tea bags or marshmallows or whatever. Instead of having to say "products and services" when I describe headlines and writing, throughout the book I simply say *products*. So, know that the word "product" or "products" also refers to services if that's what you deal in.

You business and your products are the elements of a story. Let's see how thinking this way can put you ahead of the game.

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## STORY WORLD MARKETING

How to Break Through the 2-Second Barrier is part of the Story World Marketing system. Story World Marketing utilizes the same powerful and proven techniques in marketing a business that movie makers use in creating blockbuster movies. These storytelling techniques are a big step up from the traditional business marketing techniques taught in schools and many other places.

Think about this: we see and perceive businesses today on a SCREEN, just like we see and perceive movies. Using movie story-world techniques for your business brings it to life, makes it exciting, engages the public, and gets people to act. In essence you are using the same emotional dynamite that movies use.

There are many [story-world techniques](#) that can be applied to your business. For the purpose of this book, we discuss one. Every movie starts with a HOOK. The first scene is designed to grab you by the collar and pull you into the story. For you, the business person, the headline to whatever message you are communicating is your hook. It's what grabs the reader/viewer/listener by the collar and pulls them into *your* story.

Movies also seek to create an EMOTIONAL IMPACT on the audience. People go to movies to experience a journey which includes FEELING EMOTIONS. In fact, Hollywood is often called an “emotion factory.” Similar to a movie, you want to accomplish an emotional impact with the marketing of your business or products. Your headlines must create an emotional impact on the audience. This is KEY.

Remember always: **People don't buy products. They make purchases based on the emotion generated in them by being exposed to that product which includes the packaging and marketing of it.**

The word *emotion* comes from the old French word *esmovoir*, ‘*excite*’ plus movere: ‘*motion*.’

## **Emotion means Excited Motion.**

Striking an emotional chord can attract attention faster than the most reasonable, logical, finely written copy. Emotion is FELT. Logic is INTELLECTUALIZED. All good salesmen know this, and at the end of the day copywriting, or messaging, is nothing more than salesmanship in print or on a screen.

If you can generate HOPE, PAIN, LOSS, FEAR, EXCITEMENT, JOY, or dozens of other emotions in a prospect then you got your hooks into them and you have an excellent shot of making them a customer.

As you go through this book and learn different methods of constructing headlines always remember, if you’re not sure exactly what to do *your goal is to stir emotion*, which is excited motion. You want your prospect to get *excited* enough to desire your product.

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## DON'T SACRIFICE MESSAGE FOR MEDIA

There are two general types of advertising. The headline you use will depend on the type of advertising you engage in. They are:

*Awareness Advertising.*

*Direct Response Advertising.*

**Awareness Advertising** is used to do exactly that, create *awareness* about a product. When you see a Budweiser commercial on TV, that's awareness advertising. There's nothing you can click on to immediately order a six-pack. The advertising is designed to imprint a feeling or message in your skull, so next time you buy, you buy Bud.

**Direct Response Advertising** is designed to get the audience to immediately order a product or respond in some way, usually by clicking or calling.

The headline is important for both Awareness and Direct Response Advertising. Although the blockbuster techniques outlined in this book can guide you in writing headlines for either type of advertising, the main focus is Direct Response Advertising. 90% of the advertising online is direct response.

### Advertising has Two Features

The *Media* used to reach people.

The *Message* you impart to people.

The Media used to reach people include: Social media, email, snail mail, banner advertisements, radio advertising, TV advertising, YouTube ads, Google ads, any print



advertising in newspaper or magazines. Did I leave something out? Billboard advertising, Bus Bench advertising and more. These are all *Media* used to reach people. You could just as easily use the word Medium or Methods in place of Media. These are the Methods used to reach people.

At the time of this writing, companies are spending more in digital advertising than TV, radio, billboard, and print combined. This means that the majority of advertising takes place online.

**In other words, Digital Media is king.**

But beware!

**Digital Media also presents a problem.** Today, marketers are gaga over all the technology—all the “bells and whistles,” so to speak. Whether it be Facebook ads, Google ads, Search Engine Optimization, email campaigns or whatever, the technology of utilizing these Digital Media, managing them and or analyzing them is a science in itself. It’s also an attention stealer for you, the marketer.

**The term that encompasses all the “bells and whistles” of digital marketing is MarTech, short for Marketing Technology. MarTech is the** managing and using of digital tools that make it possible for marketers to automate tasks and make data-driven decisions. It is also an attention-stealer.

The data that MarTech makes available to the marketer in terms of statistics and metrics is invaluable. But it can also be an all-consuming, attention stealer (did I hear that somewhere before?) MarTech can overshadow the very thing that makes advertising work at all, and that is the *Big Idea Message*. (That big idea that resonates with people and gets them to respond to your communication.)

One survey revealed that marketing leaders report utilizing only 58% of their MarTech tools, yet trying to learn Marketing Technology (computer analytics, etc.) takes up the majority of the time and attention of those working in the marketing depart-

ment. It is putting the cart before the horse. Mar'Tech utilizes tools to count and tabulate the results of marketing efforts. But the driver of those efforts, the horsepower that generates qualified leads is the creative messaging (Big Idea) of a skilled copywriter. Instead of delivering emotional gold to the public, many marketers are delivering dull copper because they are so consumed by the technology.

A story comes to mind. Back in 80s when digital technology had produced a flood of electronic musical instruments (synthesizers), the music world was suddenly gaga over the fact that almost anyone could sound like an orchestra with barely knowing how to play a keyboard. At the time, I walked into a music store looking to buy a digital keyboard. I started talking to the sales manager about this boom in technology—more precisely that almost anyone could produce interesting sounds on keyboard without really knowing how to play piano. His comment to me went something like, “Yeah, we haven’t had anyone in here in weeks who can actually play the piano.” In other words, the electronic technology had attracted non-piano players to keyboards. In truth, however, in the long run if one couldn’t play the piano a digital keyboard did little to make them sound good. The not so hidden message here is that the technology boom in relation to the internet has produced a similar scenario in that the technology of marketing can outweigh the creativeness (writing ability) of marketers. As a marketer/advertiser/copywriter you need to have the ability to “play the piano,” not just push the buttons that synthetically manufacture “sounds.” The following pages will help you in that regard.

*Learning how to write a sizzling, blockbuster headline should never play second fiddle to technology.*

This book is about the *Message*, not the *Media*.

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## THE 80% HEADLINE RULE

As stated, Mars Inc. candy company did a massive research study to determine just how quickly they had to grab attention with their ads. 2-seconds was about it. Just enough time to read or see a headline.

Mars also found that getting attention itself wasn't enough. It's only the first rung on the ladder. The next step is eliciting *emotions* (there's that word again). The goal for Mars was to determine what an ad had to do to get a person to purchase their product which is usually done at a grocery store. Candy advertising is not direct response advertising. It is 100% awareness advertising. Nevertheless, the findings by Mars applies to direct response advertising to a large degree.

Mars wanted to determine how their advertising could trigger a person to purchase a Mars product, like M&Ms, when they got to the checkout counter, even though they may not have seen a M&M ad for days. They call this type of triggering, "memory encoding." The takeaway, for our purposes here, is that they found people remembered ads better (either consciously, or sub-consciously) when the ads sparked an emotion in them.

### The Purpose of a Headline

*The PURPOSE of a headline is to **attract the attention** of the reader/viewer/listener and thrust him or her into the main body of your message which in turn sells them on the product. The headline is the hook, the main body is the sales pitch.*

You got 2 seconds.

Advertising guru, David Ogilvy once described the value of a headline this way in his book, *Confessions of an Advertising Man*:

*“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”*

I can tell you after a quarter of century of writing copy those may be the truest words ever spoken about advertising.

*The headline accounts for 80% of the success of an ad, article, letter, or email!*

Why am I harping on this? Because I see headlines every day that would lull a ravenous badger to sleep.

Truth is, even when you know the importance of headlines it's still very easy to come up with a clunker. Why?

**Great headlines are extremely difficult to write!** But they aren't impossible to write.

The good news is there are an infinity of great headlines to write. People have real desires and fears, and a blockbuster headline will talk to them every time. You can write one. Or ten. Or a hundred. The person who writes headlines and body copy is the copywriter.

## **The Copywriter's Job**

*A copywriter interests people in a product through the written or spoken word, images, pictures, videos and audio. A direct response copywriter persuades people to take action.*

A copywriter may also come up with new concepts, pitch ideas, or edit copy. In addition to creating advertising copy he or she may also write *content* for social media and blogs, which is generally to build trust and loyalty with readers.

The copywriter's job is to attract *attention*, *engage* the reader or viewer, create *desire* for the product and send the reader/viewer into *action*.

These four elements, Attract, Engage, Desire and Action are employed in both headlines and body copy.

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## ROCKET FUEL THAT POWERS THE HEADLINE

People often think of a copywriter as a person who just sits and writes. That's a lazy copywriter. A good copywriter spends about half his or her time doing *research*, which can mean lots of leg work including interacting with customers. It covers things like market research, researching the competition and in general learning everything possible about the audience or public that is being sold to.

Now that I said the above, I'm going to contradict myself. I'm a lazy copywriter (most are.)

If you also want to be a lazy copywriter understand that the way to write great copy including great headlines is to not have to think much. Writing quickly and thoughtlessly is where you want to get to. That's lazy writing, and often that's the best writing. But how do you there? Again, research. See, research fills your head with what you need to say. After your dome is full the writing comes easy and "thoughtlessly."

I was once hired to write copy for a successful company. As part of my "research" I interviewed the top salesman. It took all of about five minutes for me to understand not only what he said to get people to buy, but all the objections they usually gave and how he handled each objection. After our five-minute meeting (actually, it was about 10 minutes) I twiddled my thumbs for a couple of hours (pretending to be working) and wrote sales copy using what the salesman told me almost word for word. The response to my sales letter worked so well they referred to me as a genius. That's lazy copywriting.

Think of research as being the rocket fuel for your copywriting. Rocket fuel makes copywriting easy as well as powerful.

## Market Research

This is not a book on demographics or how to reach your target audience. There is plenty of information on those subjects elsewhere. Nevertheless, if you are going to have success with your headlines and copy, you must identify who your *public* is and what their *needs* and *wants* are. There is no shortcutting this step. You must be able to speak to your audience confidentially, as if talking to a close friend.

A great headline, like a great song, gets inside a person's head to the point where the person reading it feels like you are talking directly to them. All great art achieves this as well (yes, headline writing is an art). Popular songs often communicate universal truths that make people feel like the artist is speaking directly to, or about, them.

Which brings up this unwritten law:

*Blockbuster headlines should be PERSONAL. Never write for an "audience." Write only for an individual. You want all your copy to be personal, as if you were writing a letter to a friend, an intimate friend.*

Getting inside people's heads is not magic. It simply takes knowing the person you are communicating to. The most obvious way to achieve this is to simply talk to prospects and customers—interact with them, ask them questions, bounce ideas off them. And, or, as with my example above, talk to salesmen and see what they say to customers that moves the needle. This can be done casually or systematically. Don't underestimate this step. Don't be glib about it. This is powerful stuff.

THE MOST IMPORTANT ASPECT OF A BLOCKBUSTER HEADLINE IS IDENTIFYING AND REACHING THE CORRECT PUBLIC

And...

KNOW YOUR PUBLIC. KNOW THEIR DESIRES. KNOW THEIR WANTS!  
KNOW THEIR NEEDS AND KNOW THEIR FEARS!

If you wrote a letter to a friend, it would naturally be more personal and well re-



ceived than if you wrote a letter to someone that you didn't know. So, you must *know* something about the people to whom your headline is meant to speak to. Blockbuster headlines have a personal feel to them. That's because the copywriter knows his or her public.

A good example of this was a YouTube video ad I recently saw. The guitar player person on screen said something like, "Are you tired of trying to learn guitar, starting, stopping, on and on?" This interested me so I went on to watch the video where the same guy explained that many people start playing, stop, start, stop, etc. This is exactly what I had done with guitar. I'd practice for a couple of days and then not pick it up for a couple of months. The guy in the ad was telling my story exactly. So I bought his course.

As a side note, starting an instrument and stopping is extremely common. I know. I used to teach music (not guitar). Yet, this was the first ad I saw where the "start/stop" problem was communicated directly. The point being, often what's needed and wanted isn't some dark secret that needs to be dug up. Sometimes it's the elephant in the room and it's just a matter of communicating it directly in a sincere and personal way that at the same time promises a benefit.

Are you selling to a business or direct to a customer? Whichever, it is important that you create a Customer Profile that identifies the type of public that would likely be most interested in your product.

The most basic specifications that make up a Customer Profile are:

Age.

Income.

Location.

Sex.

Education.

Interests and lifestyle. (hobbies, business owner, single mom, etc.)

The best way to determine if someone may be interested in your product is to *survey*

their past BUYING and CLICKING habits. If you are selling organic pet food, for example, you will want to find people who have purchased or clicked on similar products in the past. This is where the internet rules; Facebook, Google and most social media can place your ads directly in front of people with proven past interest in your type of product.

There are many online companies that can help with market research. Additionally, there are many companies, such as Constant Contact, or Survey Monkey, where you can create your own surveys and send them out through their email system.

Need help with getting surveys done? [Click here.](#)

## **Know your Product**

Know everything about the PRODUCTS you are selling.

I used to write copy for a seminar speaker. I wrote letters, articles and emails that brought in floods of business. When I left the company, they had a difficult time replacing me. I came back sometime later and found out why. The people who were writing the copy, first and foremost didn't know the public or the product (seminars) well enough to write good copy. They thought to be a good copywriter they had to be good with words and graphics. Big mistake. Far more important is to know everything about the product you are selling.

I had attended dozens of seminars of the speaker I wrote copy for. I had listened to all of his audio recordings. I had spent weeks talking to and even consulting his public. I knew their needs and wants inside and out. I knew them like a book. That's why I could get people to respond to the sales letters I wrote.

Now you are starting to understand why great copywriting is not just a matter of sitting in a lotus position with eyes shut and waiting for a muse to gift you with an earth-shattering idea. It takes research. It takes communication. It takes talking to the best salesmen and seeing what works for them when making a sale. When you do these things the writing of the headlines is the easy part. Why? Because all the

data in your head, gotten through market research, is just dying to get out. It is the “rocket fuel” that drives the process.

Now that you know your public and your product, we are ready to start writing headlines.

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## BLOCKBUSTER HEADLINE FUNDAMENTALS

The first thing to know about writing Blockbuster headlines is...

**People don't care about you. They don't care about your company, or how many awards you've won, or anything else. They only care about themselves and what you can do for them. Can you give them something THEY want or need?**

### ATTENTION/ENGAGE/DESIRE/ACTION

To sell something one must attract *attention*. *Engage* the prospect. Create *desire* for the product. And compel them to *act*.

ATTENTION

ENGAGE

DESIRE

ACTION

(AEDA)

*Action* follows *Attention* and *desire*. You're a man interested in a woman. First you must attract her attention. Once you have it you must engage her and create desire for her to spend time with you. If you succeed, only then will she go into action which would be, presumably, to go on a date with you.

If you go into action without first attaining the other three steps, well, that would be considered illegal in most places. And so it is with copywriting.

A book could be written about each of the AEDA elements. But life is too short. So let's cutaway the waste and briefly go over each one in a way that is most useful.

ATTENTION. Attracting attention itself is NOT enough. Many a copywriter thought they hit the jackpot by coming up with a new scheme to get attention but then blew it because engagement and desire didn't follow.

A stunning picture or video of a newborn baby, or a pet, or a half-naked woman might get attention, but unless you are promoting baby accessories, pets, or half-naked women it might not be the type of attention that will lead to engagement/desire/action. This is a general rule, although there are exceptions, which you will get to below. (There are exceptions to every rule.)

*Be different.* If you walked into a room with plain white walls and there was a tiny black dot on one wall, your attention would be drawn to the black dot. Thus, one of the first rules about grabbing attention is to present something different. There are tens of millions of ways to achieve this. Many are listed in the following page. But realize there is no strict formula for being different, you simply must be aware that your headline must be different to stand out. Not only your headline but your product and brand must be different as well.

*Use photos and pictures.* It is true that a picture paints thousand words. Why? Because an entire picture can be taken in by an observer in a split second. Words need to be digested by the observer, one at a time, in a sequential fashion. You can't grab the concept of a paragraph with one glance.

According to Krista Neher, CEO of Boot Camp Digital, images are especially important in social media.

Images are the most shared and clicked on content on Twitter.

Images receive 50 percent more interactions on Facebook. <sup>(2)</sup>

That doesn't mean you should only use images. What works best are generally an image along with a written headline. Images grab attention, but you still must create engagement, words engage people.

*Beauty attracts attention.* Beauty of all kinds attracts attention. This is obvious, but still must be stated. People are *beauty deprived*. They have an endless appetite for it. Beauty comes in all “shapes and sizes:” human beauty, animals, art, cars, buildings, sunsets or anything and everything that humans like to experience. The beauty you use in your messaging will depend on what you are selling.

Remember, beauty is in the eye of the beholder. Again, it comes down to knowing your public and what they might consider beautiful.

*The sex dilemma.* “Sex sells.” Have you heard? Actually, maybe not. Sex is a double-edged sword. It can help sell your brand (or product) or, if used in the wrong way, with the wrong public, destroy it. For years, Godaddy (the internet domain service) used sexy women to promote their brand. Think about it, domain names are not a sexy subject. In fact, they are boring. Godaddy had to do something to attract attention, so they used cleavage. According to rumors doing so offended a lot of people (especially their Super Bowl ads). But the sexy ads also put them on the map, eventually making them one of the top selling domain name companies in the world.

Being critical of Godaddy’s sexed up ads was a thing in some circles. Such criticism might scare some marketers. But I’m guessing the people at Godaddy might have said, “Great, at least they are TALKING.” Word-of-mouth can take on many forms. And let’s not forget Godaddy’s demographic were mostly younger men, at least in the early years of their operation. Now, in recent years Godaddy has got away from the sex ads, probably because they want to reach a broader public, people out of puberty. If you have an organically “boring” product, like Godaddy, you must do something to get attention. Sex might be right for you. But approach with caution. I wouldn’t recommended it for most products or brands.

When I used to make and edit informercials we had a motto: that went like this:

**“If your advertising isn’t offending someone it isn’t working.”**

This motto obviously has limited workability. Yet, there is a lot of truth to it. Your

messaging must create an impact on people. Of course, you don't want to offend too many people. But mostly you don't want to offend *your public*. Sometimes talking to your public in a straight forward way will offend a different public. Take Nike for example. In 2018 they took a chance when they made the ex-quarterback, Colin Kaepernick, their spokesman. He's the guy that instigated and promoted kneeling during the national anthem at sporting events in protest of blacks being killed by police. He's a Black Lives Matter proponent. Nike offended a lot of people with Kaepernick. But did it hurt their brand? Apparently not. One year later *Bloomberg* reported the effects of the Kaepernick campaign was fairly neutral, if not positive. According to surveys Nike received the highest "net promoter score." This is a common industry metric capturing how likely shoppers are to recommend a brand to a friend and additionally, "found that shoppers' perceptions of Nike have largely improved or remained unchanged since last year's survey." The numbers were taken before and after the Kaepernick controversy. <sup>(3)</sup>

Whether you love or hate Kaepernick is not the point here. The point is that the Nike campaign mostly upset people who were not their public in the first place. Their public probably liked the campaign, but most importantly Nike was being talked about by the news and around the water cooler.

*Cars, animals, kids, and woman.* Cool cars attract the attention of men. Young babies attract the attention of women. Animals attract the attention of everyone. Beautiful women attract the attention of men and woman. Delicious food attracts the attention of hungry people. The moral of the story? Know your public. Know their needs and wants.

For practice, be aware of the images that draw you in, both online and off. Notice which billboards you notice when driving.

Keep it simple. Remember you only have two seconds. If people have to think too much about your message you are going to run out of time.

## **The BS Button**

Because people today are so over-exposed to the 24/7 advertising/media blitz their



BS buttons are more sensitive than ever. They can smell a rat (or a hyperbolic headline) a mile away. Unrealistic promises, over-the-top offers, unreasonable sales arguments, desperate ploys for attention, all these and more push people's BS buttons. Your average person has been duped too many times to not see another one coming.

**Push their BS button and not only will they turn away from your headline, but they will also remember you next time.** The old adage applies: "Fool me once, shame on you. Fool me twice, shame on me.

Your headline must stand out and at the same time be realistic, which involves being *truthful*.

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## GOING VIRAL AND UNIVERSAL THEMES

Before we get into great detail on how to create blockbuster headlines, we must discuss the elephant in the room—the internet.

Back in the day (before the internet) companies simply threw messages at consumers via their advertising. Today that still happens, advertising is alive and well, but at the same time marketers should think about getting the internet to work for them for free. In other words, creating content that goes viral.

Viral marketing happens relatively fast. It's not a slow burn, but something that catches fire and is shared by thousands or millions quickly.

Messages (videos, posts, graphics) go viral because of one important human trait. *When we see something that moves us on an emotional level, we are compelled to share it with others.* Sharing is a satisfying experience. It's like giving a gift. Sharing makes the world go around.

So the question becomes, what sort of things are we most compelled to share? First and foremost, something worth sharing usually engages people in a *profound* and *personal* way. It provokes emotional responses both good and bad: Joy, amusement, anger, and fear to name a few. One study suggested that graphics and messages that enrage people go viral faster and further. But as a business owner I highly suggest putting out positive content instead.

Sentimental messages can go viral. Mysterious content. Controversial content. Breaking news content (alternative news). And of course, informative content that show people how to do things. If the content is unique, and hits an emotional chord in some way, this increases the chances of it going viral.

For example, Jenness Farm in New Hampshire makes natural goat soap and other goat milk products. To make their small business go viral, Jenness Farms started offering *goat yoga*. You heard it right. The farm offers yoga classes that include goats and the classes are consistently sold out.

They posted pictures of their classes showing people doing yoga with goats on their backs and standing near them “supervising.” The great thing about this story is that Jenness Farm didn’t come up with the Big Idea to combine yoga and goats. The activity was already trending, which they read about online, and since they already had goats, it was a natural fit for them to offer classes. Their goat yoga pics went viral, driving people to their website and Facebook page. <sup>(4)</sup>

You don’t have to invent something original to go viral. Do research, see what is trending and then figure out a way to link your business or product to it in a viral sort of way.

As a rule, content that communicates a Universal Theme is more likely to go viral.

## What are Universal Themes?

Great works of art have a theme and so should your business/product. The theme is the central message of your business or product. With Starbucks, coffee is the product category, but having a friendly atmosphere where people can sit, and chill is the theme. The inviting atmosphere is the central message of the business. A strong theme holds the business together and makes it whole. Theme, relating to a business can be defined as *the purest form of your business or product meaning that the customer carries away into their lives*. To learn more about how identifying a theme for your business can help it expand [click here](#).

*Universal Themes* are themes in life that touch us all, regardless of age, race, intelligence, or anything else. Utilizing a Universal Theme is the goal of many storytellers and movie makers and should be the goal of every marketer.

We could say that Universal Themes hit a nerve, that touch people and provoke

emotion. That's why we want to share them with others. That's why we want to use them in our headlines and social media content.

Take the movie *Braveheart*. The story is about how William Wallace lead a band of ragtag Scots into battles with the greatest army in the world to free Scotland from the clutches of English rule 700 years ago. We could say the theme of the movie is *freedom*. Or a deeper theme might be *integrity*. Wallace was given the chance to save his own life if he gave up the fight against England. He chose freedom for his country over death for himself. It was a moral fight for the principals he believed in. This type of integrity is a rare trait among humans, yet we all admire it. It is an example of a Universal Theme.

Another example of a Universal Theme is forgiveness. We all make mistakes. We all hurt others, sometimes intentionally, sometimes not. We need to forgive others and they need to forgive us. An entire religion was built on the concept of forgiveness. Catholicism is the story of a man who died as an act of forgiving humankind for its sins. You don't have to be a catholic to see the value in forgiveness. It's a Universal Theme.

Back in 2015 a story appeared on Facebook. A story about a man whose wife and child was killed by a drunk driver. The man couldn't hold a job for three years after the incident. He grieved for 33 years. Then one day a priest suggested he visit the drunk driver in prison. He did. He found out from the driver that he was drunk because he had lost his 7 year-old daughter to cancer. The driver begged the man for forgiveness. The man forgave him. After that he said an incredible burden lifted from his shoulders. The act of forgiveness dramatically changed both men's lives. You can see what this story went viral.

You may think at first that your business or product may not organically fit any Universal Theme. Perhaps that is true, or perhaps you need to think on it some more. Presently, the theme of Coke's marketing campaign is "Open Happiness." Does a carbonated drink made up of sugar and chemicals and put in an aluminum can organically provoke a theme of happiness? Beer commercials appear mostly on

sports TV. Think about it. Sports represent humans doing highly athletic feats that require agility and focus of mind greater than what most people are capable of. Consuming beer tends to lessen mental focus, reduce agility, and generally make people react slower. The point being, you can connect your business or product to almost theme. Many dots are connectable.

Following are a list of Universal Themes to consider using in your social market and advertising.

## **Universal Themes**

Coming of age  
Bravery  
Fear of failure  
History repeats itself  
Abuse of power  
Loss of free speech  
Controlling people  
You can never go back home  
The only thing for certain is change  
Mortality  
Beating all odds  
Being reborn  
Some things never change  
Struggle  
Freedom from enslavement  
Can't fight city hall  
Brotherhood of man  
Fatherhood  
Family values  
Overcoming poverty  
Saving animals  
Freedom

Everlasting love  
Soulmates  
Rags to riches  
Risk vs. reward  
Abuse of power  
Loss of free speech  
Fighting oppression  
Tribalism  
Us vs. them  
Power corrupts  
Love at first sight  
Fidelity vs. infidelity  
First love  
Saving pets  
Big brother is watching  
Humanity vs. technology  
Pets saving humans  
There's someone for everyone  
Everyone is unique in their own way  
Brotherhood of man  
Family values  
Lifelong friendships  
Forgiveness  
Unbreakable bonds  
Unconditional love  
Being judged based on money  
Other people's money (debt)  
Overcoming poverty  
Saving animals  
Freedom  
Rags to riches  
Risk vs. reward  
The cost of success

Striving for financial security  
Struggles of the working class  
Vicious cycle of poverty  
What people will do for money  
Importance of education  
Knowledge is power  
Success begins with education  
When science fails  
Artificial intelligence  
Jobs lost to technology  
Man vs machines  
Privacy violations  
Rise of the machines  
The future of work  
Climate change  
Technology taking on a life of its own

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## A DEEP DIVE INTO HEADLINES

Headlines could be categorized by many types. Here are the most basic and important ones:

### Testimonial Headline

*A testimonial quote from a customer.*

“Tony Robins Seminars Changed My Life.”

### Question Headline

*Using a question as a headline.*

Have You Gained 5 Or More Pounds in the Last Year?

### Information Headline

*Address your headline to a person or group.*

How Your Baldness is Caused by a Lack of this Vitamin

### Warning Headline

*Using fear to attract interest.*

3 Warnings Signs that Forecast a Computer Crash

### News Headline

*Announce new news, or coattail on existing news.*

New Study: How 82% of Children got Better Grades

### Story Headline

*A headline that tells a story and compels people to keep reading.*

I knew I only had five minutes to live...

## **Quotation Headline**

*You can put quotations around any statement.*

New Study: “Risk of Cancer Decreased by 35%”

## **Price Headline**

*State a price or percentage discount, etc.*

50% off on Clarity Skin Cream on Labor Day Only

## **How to Headline**

*People are always in search of the “secret sauce” (knowledge) to make them more successful.*

How to Win Friends and Influence People

Now let’s take a deep dive and analyze why some headlines work, why others don’t, and how to improve them.

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## NOT FEATURES DUMMY, BENEFITS

All blockbuster headlines state a benefit as their main source of appeal. This does not mean that all headlines state benefits *directly*. There are many ways to skin a cat.

A BENEFIT is what the consumer gets out of your product. It's a statement of how the product serves him or her.

A FEATURE is simply a statement of a facet of a product.

A *feature* of the computer I'm typing on is it has a core I7 Intel processor.

A *benefit* of said computer is that it works faster allowing me to complete more tasks.

Before you write headlines, you want to make a list of ALL the benefits and features of the product you will be writing about. Both are important, but benefits are far more important for the purpose of advertising. People buy benefits.

Here's the most basic example of using a benefit:

*Lose Weight Quickly*

Losing weight quickly is the benefit but it's stated in a dull and rather cliché way. The headline lacks sizzle. Let's spice it up by heightening *desire*.

*Lose Weight Quickly by Eating Great Tasting Foods*

Everyone knows losing weight is difficult because people need to sacrifice food, especially the foods that taste great. You increase their desire to lose weight quickly by adding "eating great tasting foods."

Sticking with the subject of weight loss, let's now create a *fear* headline.

*New Study: Three Inches of Extra Abdomen Fat Increases Risk of Death By 11%*

You will notice the fear headline did not state the benefit in the headline itself. The benefit is *implied* in the headline, for the reader knows if he were to read the body copy, he would find the benefit there. Something like, “According to a new study extra body fat can be deadly. The good news is losing weight is easier than ever, due to a revolutionary new weight loss program...”

**Even if the benefit is not stated directly in the headline, the benefit nevertheless powers the headline.**

All fear headlines are followed up by a benefit. The fear states the problem, the benefit is the solution which can either be stated in the headline itself or in the body copy.

**The most basic headline formula consists of revolving your headline around a BENEFIT and spicing it up by either playing on FEAR or heightening DESIRE.**

Here’s a very old headline that seems cliché today, but when it first appeared (when toothpaste was a new invention) it started a whole new category and sold a ton of product.

*Freshens Your Breath while Whitening Your Teeth*

The *benefit* is obvious, fresh breath and white teeth. These will spark desire.

Now what if we were to construct a headline for the same product accenting fear instead? It may say something like...

*Nothing Says Stay Away Like Bad Breath or Brown Teeth*

This is a fear-based headline that doesn’t state a benefit directly, but it *alludes* to a benefit which would be stated in the body copy.

Which of the above headlines do you think would perform better? The one accenting the *desire*, or the *fear*? It’s interesting to note that when toothpaste was first launched the advertisers stressed the fear aspect by showing a picture of rotting

teeth and toothpaste being the cure. These ads failed in comparison to showing white teeth and how toothpaste could bring them about.

Fear ads have a place. But they may not be right for your product. Showing a picture of anything ugly (like stained teeth) strikes an emotion, but also tends to cause people to react negatively to it by looking away. This is obviously why the fear ads did not work for toothpaste.

Fear ads can also create an *association* between the *fear* and your product or company. A dentist who advertises that they take the fear out of going to the dentist, could inadvertently cause their audience to think of fear every time they see that doctor's name.

*You can take the following advice to the bank...*

It's an oddity of the human condition that people can more easily conceive they can *improve*, than to acknowledge something is *wrong* with them.

Just in case you didn't get that I'll repeat it...

PEOPLE CAN MORE EASILY CONCEIVE THEY CAN *IMPROVE* THAN  
TO ACKNOWLEDGE SOMETHING IS *WRONG* WITH THEM

We all want fresh breath, but we'd rather not be told our breath smells foul.

Again, fear ads have their place. Every product, every situation is different and must be evaluated on its own terms.

Here are other examples of fear headlines that may work.

*Is Your Computer Safe from Hackers?*

*7 Often Undetected Warning Signs of Heart Disease*

*How these Five "Health Foods" are Making You Fat*

Here's a headline based on fear, but it starts in a way that causes curiosity and states the promise of a benefit.

*Which of These Five Skin Problems Would You Like to End?*

Skin problem = fear of bad skin. Most important about this headline is it sparks curiosity, so people want to learn more. The main body copy of the ad would turn their fear into desire by showing how they can end those skin problems.

And then there is this old headline that used both fear and desire...

*They Laughed When I Sat Down at the Piano. But Then When I Started to Play...*

Being laughed at triggers an emotion of embarrassment. But the second half of the headline "But then when I started to play..." triggers the emotion of pride for having gained the ability to play piano.

Remember the broadest strokes always: People are motivated by *benefits*, *desires*, and *fears* which, when stated powerfully achieve *attention*, *engagement*, *desire*, and *action*.

Let's look at more examples of headlines, both good and bad, and different ways to tweak them.

Here's a headline from a FB ad.

*Learn About Life, Government, and War in Athens & Sparta*

Under the headline is a picture of a scholarly middle-aged man that looks like a million other scholarly looking middle-aged men. Nice guy, I'm sure. But what is this headline communicating? What's in it for me? Where's the benefit?

"Learn about life, government, and war in Athens & Sparta" expresses *features* but communicates no benefit to the audience.

A BENEFIT tells the consumer what they will GAIN from having your product.

"Learning about the war in Athens & Sparta *can increase your business success by 47%!'*"

That would express a benefit.

There is yet another problem with the above headline. Why is the ad on MY Facebook page to begin with? Why would anyone think I would be interested in learn-

ing about Athens and Sparta? No offence, but the subject is not at the top of my list. Especially without giving me a reason (a benefit) to learn about that war. This ad is wasted on the wrong public.

Here's another example of a headline that came up on my Facebook page, only this one promises a benefit (three actually):

*How to Kill Writer's Block and become a Master Copywriter in only Three Hours a Day!*

On the surface it appears the three benefits are:

“kill writer's block”

“become a master copywriter”

“in only three hours a day”

The three hours a day adds *specificity* to the headline which is always a good idea. The more specific your headline (especially with numbers) the more believable it is. However, there is one potential flaw with this headline. Can you guess what it is?

The subjects of “writer's block” and “master copywriter” don't necessarily jibe. In general, people who get writer's block do not have an ambition to become a “master copywriter.” And reversely, a master copywriter probably doesn't get writer's block often. If he did, he wouldn't be a “master.”

Perhaps the headline would be more in sync and focused if we took out the writer's block part. However, the word “kill” is there, which is an attention-grabbing word. For now, we'll take it out anyway.

*How to become a Highly Successful Master Copywriter in only Three Hours a Day!*

Is there something else we can improve about this headline? Notice that there are three adjectives in a row, Highly, Successful, Master. Adjectives are important in headlines, but like perfume a little bit can go a long way. Overdo it and people around you start to gag. Might the following headline be just as strong, perhaps even stronger?



*How to become a Highly Successful Copywriter in only Three Hours a Day!*

Or...

*How to become a Master Copywriter in only Three hours a Day!*

Now let's be even more specific with the numbers.

*How to become a Highly Successful Copywriter in only 2-1/2 hours a Day!*

Now let's create mystery by taking out "How to" and replacing it with "The Secret."

*Learn the Secret to becoming a Highly Successful Copywriter in only 2-1/2 hours a Day!*

And because "kill" is a powerful word, let's insert it differently than before.

*How to Kill Your Boring Job and become a Master Copywriter in only 2-1/2 hours a Day!*

Now, after going through all that, I need to point out that in the original headline the benefits are weak. In fact, they are part benefits and part features. Let's review them:

"kill writer's block"

"become a master copywriter"

"in only three hours a day"

Killing writer's block is mostly a benefit. However, "become a master copywriter" is mostly a feature. Unless the reader already has the idea that being a master copywriter will benefit them then the statement only says what something is (master copywriter) rather than what they will gain by being a master copywriter. Finally, "In only three hours a day" is part benefit and part feature.

It's okay to name features, but remember, it's benefits that sell. What if the headline said:"

*Become a Master Copywriter in only 2-1/2 hours a Day and Enjoy a Six Figure Income!*

Enjoy a six-figure income is a strong benefit.

As you can see there are an infinity of word choices we can make. It's important to take headlines through this process of starting with a basic benefit (or more) and then experimenting with different words until the headline sizzles and seems to "talk to" your target audience. That's the game of writing Blockbuster Headlines. Here's another benefit headline where the benefit is cloaked. Remember how I said not to brag about your company, that people don't care about your success? It true, unless it is said this way:

*How We Built a 50-Million-Dollar Company with this One 45-Minute Video*

The audience doesn't care that someone built a 50-million-dollar-company with one 45-minute video, except for the fact that the headline suggests your can do the same.

Now, let's turn it into a question.

Question headlines can be extremely effective because you are inviting the reader to contribute to your headline by answering the question. When you get the reader to put their energy into your message, you are on the right track.

*Who Else Wants to Build A 50-Million-Dollar Company with One 45-Minute Video?*

When we say "who else wants to build..." we are obviously suggesting that others have done it without saying it directly. This is not a minor point. Nuance is important. If others had done it, presumably, so can your reader. Additionally, if others have done it and your reader hasn't this may spark emotion because your reader may feel they have missed out.

**Making people feel they are missing out is an extremely powerful tool in headline writing.**

Now, let's inject a different kind of emotion into the headline.

*"They laughed when I said I'd make a 50-Million-Dollar Company with this One 45-Minute Video"*

Here, we added the "they laughed" element again to add emotion.

**We also added quotations. Quotes get attention and create interest. They make a headline seem like someone important said it, even though no one is referenced as saying it. Quotes are a powerful Blockbuster Headline tool.**  
Back to the original headline.

*How we built a 50-million-dollar company with this one 45-minute video*

This is shortest and perhaps the best. Does it work for you? If not, why not? Are there any flaws?

For me, my BS light is going off like a mother. You don't create a 50 million-dollar-company with one short video. Period. Perhaps you feel differently. Perhaps the headline is working great. It's important you think about these things. Going over the top, or greatly exaggerating can work well with headlines IF you don't overdo it. To me, the above headline is a too much.

## **The News Headline**

You should always present your product as if it is *new* news or new in the marketplace or has some other aspect of newness. However, that doesn't make your headline a "news headline" per se.

A news headline is a special animal. It's a headline that is reported as if a news outlet had written it.

The great thing about a news headline is, even though you are advertising, it can come across like you are just imparting valuable information that people must know about NOW.

The news headline reports news with a SENSE OF URGENCY.

*Yale study finds a **high density of cells in a certain brain region** causes weight gain.*

A news headline must impart actual news. It doesn't always have to be new news, but your job is to make it sound like *new* news. The Yale Study in the above headline could have happened a quarter of a century ago, but it sounds new.

**Another trick is to write a headline that ties into to current news.** If there was recently a major snowstorm in your big city and you sell furniture, you might write something like...  
*Chicago Snowstorm Forces Furniture Store to Slash Inventory Prices by 50%!*  
The news tie-in headline is especially powerful with timely emails and social media posts.

*Tom Brady T-shirts 50% off to Celebrate Brady's Seventh Superbowl Win!*  
Riding on the coattails of the news can increase your headline response considerably.

## **The Question Headline**

When you ask a question, people feel compelled to answer it. When you get participation with your headline you get attention and to some degree interest. Questions prompt reader participation.

Often the question headline includes a mystery. A good question will get the reader curious enough to read past the headline into your body copy. Here's a very old headline that I used in the past with great success.

*Have you Experienced any of these Symptoms of Nerve Exhaustion?*

I have this theory that most people are hypochondriacs, and those that aren't actually do have something wrong with them. The headline above says nerve exhaustion. What is that? Everyone has symptoms of some kind. Many people are often exhausted. Under the headline I had a picture of a woman looking exhausted with a list of symptoms surrounding her body.

## **The Mystery Headline**

In novels there is a genre called "Mystery." Mystery novels are big sellers because a mystery pulls people in. A mystery headline also pull people in.

In 2018, IHop (International House of Pancakes) created a mystery in a tweet that helped boost their sales.

*For 60 pancakin' years, we've been IHOP. Now, we're flippin' our name to IHOb. Find out what it could be on 6.11.18. #IHOb*

The internet exploded with news about the name change. After millions of people saw their tweet, they revealed what “b” in IHOb stood for: “burger.” For a short time Ihop became Ihob. The tweet was designed to introduce the new “IHOb” burger. It worked. Their sales hit an all-time high that year of 3.30 Billion. IHOP didn't really change their name. It was just publicity stunt.

## **The “How to” Headline**

If you sell a course or book that teaches something, you'll probably want to use the How to headline.

*How to Quit Smoking in 30 days*

*How to Enhance Your Natural Beauty without Make up*

People want to learn how to do things. It's a natural inclination that makes How-to headlines never get old.

## **The Testimonial Headline**

These are perhaps the most powerful headlines IF they utilize some of the advice outlined in this book and if they are truthful, and especially if the testimonial is someone the audience knows. Celebrities are paid millions of dollars to endorse products. These are paid testimonials, and often they aren't truthful or they tell partial truths. For a smaller business who can't afford Jenifer Aniston, it's best to use real customers.

*“Bob Wonder's Course helped Increase my Cash Flow by 200%!” Signed by happy customer.*

## RESPONSE GENERATING FACEBOOK PHRASES

BuzzSumo.com analyzed 100 million headlines and revealed the top phrases that got clicks on Facebook. Following are a few of the number one phrases. To get the entire picture please visit their website.

The Top Headline Phrase of all the possible wordings of headlines is “**will make you.**” This phrase goes in the middle of a headline. What you put at the beginning and end of the headline is obviously important. Here’s an example: “Our 16-step Engagement Method **will make you** the Life Coach People Line up for!”

BY THE WAY...If I haven’t said it yet (which I haven’t) one of the most important and powerful words to use in a headline is “YOU.” Always talk directly to your audience as if it’s one person. Never talk to a group. Always talk to a person. **Will make you**—as the top phrase makes sense because the person reading it will they are being talked to directly. Also, the word “make” is strong. We don’t *try* to make you something. We don’t *promise* to make you something. We simply make you something.

The Top Emotional phrase that drove Facebook engagement was “**Tears of joy.**” You’ll see below that both “tears” and “joy” are listed under the Emotional Impact Words below.

The Top Curiosity phrase that prompted engagement on Facebook was “**What happened next.**” This sets the reader up to look forward to what happens next. It prompts engagement.

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## EMOTIONAL IMPACT WORDS

Think of words as the bullets in your message. Certain words all by themselves create emotional impact. The word FREE for example. You may think it's overused, or cliché, but it's not. It's one of those rare words that *never* loses its punch. Everyone wants something for free. If you use it correctly it evokes emotion often resulting in your prospect going into excited motion. For example:

### **Better Buns in 29 Days with this FREE Workout Method!**

If a woman feels her bottom could be improved this will spark emotion in her. By adding the word free, you promote more emotion. People get a sort of jolt. They feel if they don't act they will be missing something for free.

To add more urgency, put a limit on your offer.

### **Better Buns in 29 Days with this FREE Workout Method!**

*Offer good to the first 75 people who respond*

Or, start the headline with "free"...

### **FREE Workout Method Promises Better Buns in 29 Days!**

*Offer good to the first 75 who respond only*

The word "promises" is another emotional impact word. So is "guaranteed."

### **Workout Method Promises Better Buns in 29 Days...Guaranteed!**

Can you really make a guarantee regarding your product? Yes. You can offer a 30-day money back guarantee. Even if you get 10 or 20% refunds, it still may be worth it. Many a company have made guarantees knowing they will get a certain amount of refunds, but they find using the word "guaranteed" gets so many more orders than not using it that giving that percentage of refunds is worth it. It's a matter of doing the math.

Caveat: If you sell more than one product and are interested in the longevity of your business, you don't want to sell anything that generates a lot of refunds. Over 10% could be dangerous if people want a refund because the product is flawed or the advertising was deceptive. The next time you try to promote a product to that person they will remember that your last one wasn't up to par.

**Emotional impact words create emotion.** For example, the word "hate" has emotional impact. Compare "hate" to "dislike." Synonyms of hate are also emotional impact words. Detest. Disgust. Loath.

And the opposite, compare "love" to "like." Synonyms include, Adore. Passion. Revere. Idolize. All are emotional impact words.

Emotional impact words make a headline jump off the page or screen. Here is a partial list of emotional impact words.

## **To Create Mystery**

Secret

Little-known

Under the radar

Private

Hidden

Enigmatic

Classified

Cryptic

Underground

Behind the curtain

Confidential

## **To Create Oomph**

Shocking

Surprising

Unexpected



Astonishing  
Stunning  
Amazing  
Staggering  
Appalling  
Breathtaking  
Startling  
Savvy  
Outrageous  
Alarming  
Horrifying  
Heart-warming  
Blockbuster

### **To Create Controversy**

Deceit  
Vile  
Lier  
Dispute  
Debate  
Conflict  
Contest  
Love/hate  
Nightmare  
Evil  
Terrifying  
Confusing  
Scary  
Probe

### **To Create Emotion in General**

Delightful  
Tears  
Anger

Hate

Love

Bliss

Agony

Helpless

Dreadful

Ecstatic

Rockin'

Serene

Killer

Euphoric

Sick

Outrage

Fury

Peaceful

Radiant

Glowing

Hurt

Ambitious

Joy

Laugh

Cry

Terrifying

Mesmerizing

Heavenly

## EMULATE THE OTHER HEADLINES

**Out of all the things I've done over 30 years as a copywriter the following has been my most successful action when it comes to creating headlines.**

The following “99 headlines” were gathered by advertising guru and author John Caples. Although these were used many years ago many communicate benefits in a basic way that can be emulated for success.

Some of them may seem outdated, but I included them here for a specific reason. I have listed them because you can use them to create your headlines.

For whatever product I am advertising, I look down the list of Caple headlines and find one that stands out which I feel could work for that product. I then rewrite that headline to fit my product using the Caples headline as my *inspiration*.

For example, let's say I'm selling a bar soap that softens the skin. Okay, I find a headline from the list. Let's take number 5. “Who else wants a screen star figure?”

Now I rewrite it:

*Who Else Wants Baby Soft Skin after every Shower?*

Let's find another headline and transform it. Number 50. “I lost that ugly bulge in 2 minutes.”

Rewritten: *How My Dry Skin Became Soft as a Baby's Bottom in 2 Minutes A Day.*

As you can see the rewritten headlines end up nothing like the Caple headlines. Yet the Caple headline inspired them. It's easy to do and simple.

*Do you make these mistakes in English?*

*Do you make these travel mistakes?*

*How a “fool stunt” made me a star salesman.*

*How a strange accident saved me from baldness.*

*Who else wants a screen star figure?*

*Who else wants a lighter cake – in half the mixing time?*  
*Free to brides – \$2 to others.*  
*Free to high school teachers – \$6 to others.*  
*Announcing the new Ford cars for [year].*  
*Are you ashamed of the smells in your home?*  
*Buy no desk until you've seen this sensation of the business show.*  
*Can you talk about books with the rest of them?*  
*Car insurance at low cost – are you a careful driver?*  
*Car owners... save one gallon of gas in every ten.*  
*Double your money back if this isn't the best onion soup you ever tasted.*  
*Free book tells you 12 secrets of better lawn care.*  
*Get rid of money worries for good.*  
*Girls... want quick curls?*  
*Greatest Bible news in 341 years.*  
*Great new discovery kills kitchen odors quick! Makes indoor "country air".*  
*Hand woven by the mountain people of New Mexico.*  
*Have you any of these five skin troubles?*  
*Have you these symptoms of nerve exhaustion?*  
*Here's how to have a long and healthy life.*  
*Here's a quick way to break up a cold.*  
*How a man of 40 can retire in 15 years.*  
*How I became popular overnight.*  
*How I improved my memory in one evening.*  
*How I made a fortune with a "fool" idea.*  
*How investors can save 75% on broker commissions this year.*  
*How I raised myself from failure to success in selling.*  
*How I retired on a guaranteed income for life.*  
*How I started a new life with \$7.*  
*How \$7 started me on the road to \$35,000 a year.*  
*How the next 90 days can change your life.*  
*How to beat tension without pills.*  
*How to collect from Social Security at any age.*  
*How to do your Christmas shopping in 5 minutes. How to feel fit at any age.*

*How to get rid of an inferiority complex.*

*How to get your cooking bragged about.*

*How to have a cool, quiet bedroom – even on hot nights.*

*How to make money writing short paragraphs.*

*How to stop worrying.*

*How to stretch your inflated money.*

*How to win friends and influence people.*

*How \$20 spend may save you \$2,000.*

*How you can get a loan for \$500.*

*If you are a careful driver you can save money on car insurance.*

*I gambled a postage stamp and won £35,840 in 2 years.*

*I lost that ugly bulge in 2 minutes.*

*Imagine me... holding an audience spellbound for 30 minutes!*

*It cleans your breath while it whitens your teeth.*

*I've tried 'em all, but this is the polish I use on my own car... Frank Mills, Essex Garage.*

*I was tired of living on low pay – so I started reading the Wall Street Journal.*

*Lose ugly fat – an average of 7 pounds a month.*

*Men who “know it all” are not invited to read this page.*

*Money-saving bargains from America's oldest diamond discount house.*

*New ... a cream deodorant which safely stops perspiration.*

*New house paint made by Du Pont keeps your white house whiter.*

*No time for Yale. – took college home.*

*Now! Own Florida land the easy way ... \$20 down and \$20 a month.*

*161 new ways to a gourmet's heart – in this fascinating book for cooks.*

*One place-setting free for every three you buy.*

*Order Christmas gifts now – pay after January 20.*

*Owners save 20% to 50% on fuel with the G.E. Oil Furnace.*

*Play guitar in 7 days or money back.*

*Quick relief for tired eyes.*

*Reader's Digest tells why filtered cigarette smoke is better for your health.*

*7 ways to break the overweight habit.*

*10 ways to beat the high cost of living.*

*The deaf now hear whispers.*

## DON'T *TELL* A STORY, BE THE STORY

People today have too many choices. Some say the human brain, or mind, was not designed to consume everything the internet, TV, radio and other media have to offer. This is called *Choice Overload*. We dart from one website to the next, from one social media post to another, to our emails, to a podcast... every time we dart somewhere, we must make a choice as to where we are going to go. Personally, I don't believe it's healthy. Yet, I'm as guilty as anyone.

As a marketer you must break through the 2-second barrier, so they choose your product; but that's only the beginning. You want to keep them coming back. You want the presentation of your business to be so good, so engaging, that people gravitate to you or your products automatically and repetitively. You want your brand, product, or service to become their go-to brand, product, or service.

A good way to achieve this deeper level of commitment from customers is to tell a story about you, your business, or your product. This is all well and good, but if you really want customers to hang around you don't want to just tell a story, hell, everyone has a story. Instead, you want to BE THE STORY.

In a nutshell, that is what Story World Marketing is about. It's about presenting your business and products in such a unique way that people gravitate to you, and once there, stay grounded in your business world to become long-term customers.

Everyone has a story. You want to be the story. The ONLY STORY!

To find out how, visit [www.StoryWorldMarketing.com](http://www.StoryWorldMarketing.com)

# Take Advantage of this FREE Evaluation to Help Improve the Effectiveness of your Marketing—more Leads, Sales and Profits!

Marketing a product in today's business environment can be challenging and even confusing. For success, many moving parts need to be working at 100% efficiency.

I have often found that if a company's marketing isn't yielding the desired results, then that company is trying to fix the wrong problem. They're trying to make their website look slicker, or spruce up their promotional copy; or they start yet another marketing funnel, or they work on their SEO. Maybe they just blame their competitors.

Many of these things may need improving, but often there is an *underlying cause* that is hurting their marketing that is undetected. This is where a *Story World Marketing Evaluation* can have extreme value.

It consists of a trained professional outside of your business who diagnoses your marketing the same way a competent doctor would diagnose an illness.

## FREE EVALUATION

Because you are a reader of the *How to Break through the 2-Second Barrier* E-book, my wish is for you to experience *all* the marketing success you desire. It is for this reason that we are extending a FREE Story World Evaluation of business to you.

[Simply click here](#), fill out the form and one of our coaches will be in touch with you.



1. Hein, Kenneth. "'You Get 2 Seconds to Engage Consumers Online': Mars Neuroscientist Shares Key Findings." *The Drum*, The Drum, 13 Aug. 2020.

2. [www.thedrum.com/news/2020/08/13/you-get-2-seconds-engage-consumers-online-mars-neuroscientist-shares-key-findings](http://www.thedrum.com/news/2020/08/13/you-get-2-seconds-engage-consumers-online-mars-neuroscientist-shares-key-findings).

3. Krista Neher: *Images versus text - which is stronger in the world of social media marketing?* - *Smart Business Magazine (sbnonline.com)*

4. *Small Businesses That Went Viral* | ThriveHive