



### 1) How To...

An "How To.." headline grabs your prospect's attention because it tells their brain they are about to learn something new that could benefit their lifestyle. The headline should get their attention and explain how to get their benefit faster, cheaper, easier, etc.

Example:

"How To Get Out Of Debt In 1 Year Or Less!"

### 2) Unlock...

An "Unlock..." headline grabs your prospect's attention because when something is locked-up it's perceived as being more valuable. Your product would of course be the key that will unlock the benefit for them.

Example:

"Unlock The Secrets Of Selling High Ticket Items!"

### 3) Discover...

A "Discover..." headline grabs your prospect's attention because it gives your prospects a sense of adventure. It's just like in a story when someone discovers a treasure chest or a lost artifact.

Example:

"Discover 3 Simple Ways To Reduce Your Unwanted Wrinkles!"

### 4) ...Exposed

An "...Exposed" headline grabs your prospect's attention because it sounds as if somebody was trying to hide something. Your prospects will want to know what was being covered up and why.

Example:

"Used Car Dealer Sales Tricks Exposed!"

## 5) ...Explained

An "...Explained" headline grabs your prospect's attention because it will give them a clear picture of a benefit they may not understand how to get. If there is something you don't understand and it could benefit you, wouldn't you want it explained?

Example:

"Top Search Engine Optimization Strategies Explained!"

## 6) Breaking News...

A "Breaking News..." headline grabs your prospect's attention because breaking news usually happens when it's really important and can't wait until the normal news show time. It's usually something major like severe weather, a terrorist attack, war footage, etc. It makes people stop what they're doing and take notice.

Example:

"Breaking News! Scientist Finds Breakthrough Weight Loss Formula!"

## 7) Inside Secrets...

An "Inside Secrets..." headline grabs your prospect's attention because your prospects will feel that if they learn more information they'll belong to a select, privileged group of people. It also adds a rareness to your product. Rare is valuable.

Example:

"The Inside Secrets Of Millionaires Under The Age Of 29!"

## 8) Magic...

A "Magic..." headline grabs your prospect's attention because almost everyone's fantasy is to have a magic formula or tool that will instantly give them their desired benefits. People want to get their desired

benefits with little or no effort.

Example:

"New! A Stain Remover That Works Like Magic!"

9) Finally...

A "Finally..." headline grabs your prospect's attention because usually people will buy any number of similar products before they get the exact benefit they want. So, when we find that perfect product we are likely to say or think....FINALLY!!!

Example:

"Finally! An Acne Cream That Actually Does What It Says!"

10)...Guaranteed

A "...Guaranteed" headline grabs your prospect's attention because it tells your prospects there is no harm in reading the rest of my ad and there's no risk. Your prospects will allow themselves to get interested because even if they buy they have nothing to lose. It makes the most unbelievable headline seem believable.

Example:

"10,000 Web Site Visitors In One Month...Guaranteed!"

11) Time Sensitive...

The "Time Sensitive!..." headline grabs your prospect's attention because if it's placed in front of their desired benefit, they know they need to promptly read your ad. They'll be worried that they may miss your time sensitive offer.

Example:

"Time Sensitive! 5 Ways To Reduce Your Taxes!"

## 12) Truth About...

The "Truth About..." headline grabs your prospect's attention because most people suspect they are being lied to by businesses. It's usually because they have been burnt at least once by another business in their lifetime.

Example:

"The Real Truth About MLM Compensation Plans!"

## 13) Free Bonuses...

The "Free Bonuses..." headline grabs your prospect's attention because people like to be rewarded for buying. Your prospects will read the rest of your ad to find out about the free bonuses and see how much they will have to spend in order to get the free bonuses.

Example:

"How To Get 7 Free Bonuses Worth \$1657!"

## 14) Which Of...

The "Which Of..." headline will grab your prospect's attention because it will give them a choice. People like to have choices, it gives them freedom and control. Once they choose, they will want to read your ad to see the results of their choice.

Example:

"Which Of These Web Hosting Companies Would You Choose?"

## 15) Last Chance...

The "Last Chance..." headline will grab your prospect's attention because people usually pay more attention to their last chance than their first chance to buy something. Everyone hates to lose something. It will usually help sell to people that procrastinate about buying. Now or never is a strong motivator.

Example:

"Last Chance To Save 50% Off This Stunning Ring"

#### 16) Take Advantage...

The "Take Advantage..." headline will grab your prospect's attention because most people would rather have an advantage than be disadvantaged. People want to learn about any advantage that will help them get the desired benefits.

Example:

"Take Advantage Of The Falling Stock Market"

#### 17) Treat Yourself...

The "Treat Yourself..." headline will grab your prospect's attention because most people are focused on pleasing and helping their family, friends and employers. It will make them stop and think, "I need a treat once in awhile, too!".

Example:

"Treat Yourself To A Delicious, Hot-Fudge Sundae!"

#### 18) Reasons To...

The "Reasons To..." headline will grab your prospect's attention because when you ask someone to do something, don't they always ask why? It will give them a reason to read your advertisement.

Example:

"10 Reasons To Start Your Own, Profitable Ezine!"

#### 19) Now You Can...

The "Now You Can..." headline will grab your prospect's attention because people usually don't have their desired benefit yet if they are

even considering reading your ad. Now they can learn how to get that benefit from reading the rest of your ad

Example:

"Now You Can Afford That In-Ground Pool!"

## 20) Proven...

The "Proven..." headline will grab your prospects attention because people want products that they know are proven to get their desired benefit. Would you want a product that's UN-proven?

Example:

"A Hair Tonic That's Proven To Work!"

## 21) Are You Still...

The "Are You Still..." headline will grab your prospect's attention because people will wonder if they are still getting the most benefit with an older product. It's also a question that they will mentally have to answer then compare to the newer product you are offering.

Example:

"Are You Still Using That Slow, Old Typewriter?"

## 22) Never Seen Before...

The "Never Seen Before..." headline will grab your prospect's attention because people usually ignore ads. They think they have seen everything. If your product has truly never been seen before they will want to stop and read about it. NEW is very enticing!

Example:

"Never Seen Before! Tires That Never Go Flat!"

## 23) Imagine...

The "Imagine..." headline will grab your prospect's attention because people like to leave their own reality. Why do you think TV, movies, video games, music, drugs, alcohol, etc. are so popular? Give them one or more of their desired benefits to imagine.

Example:

"Imagine Losing 20 Pounds In 14 Days!"

#### 24) They Laughed...

The "They Laughed..." headline will grab your prospect's attention because everyone has suffered being laughed at or minimized at least once. So your prospects can relate to it. They won't be afraid to get their desired benefit since you proved the people that laughed at you were wrong.

Example:

"They Laughed At Me When I Bought That Run-Down House Until I Sold It And Made \$20,000 Profit"

#### 25) How I...

The "How I..." headline will grab your prospect's attention because it's not only showing them how to get their desired benefit but you, the "I", are telling them, not some big corporation. It is more personal and will draw your prospect into your ad copy. The little guy wins!

Example:

"How I Made \$36,890 In One Week!"

#### 26) Thousands Have...

The "Thousands Have..." headline grabs your prospect's attention because if thousands of people have bought your product then it must be good. They can't go wrong. Of course you don't want to lie if thousands haven't bought your product. You may also want to use a specific number of people so it sounds more believable.



Example:

"3,734 People Have Bought Our Tax Software"

27) Do You...

The "Do You..." headline grabs your prospect's attention because it's asking them (you) a question. People have been taught their whole life to answer questions. It's almost like a teacher calling out your name in school. It also draws out a yes or no answer. Depending on your question, getting them to answer will help get them interested.

Example:

"Do You Want To Be In Debt For The Rest Of Your Life?"

28) ...Mistake...

The "...Mistake..." headline grabs your prospect's attention because people don't want to make costly mistakes that could stop them from getting their desired benefit. People also don't want to experience the feeling of being dumb or stupid. Your 'new' way is the 'right' way.

Example:

"Don't Make The Same Tax Mistakes That Cost Me \$34,568!"

29) I'm So Mad...

The "I'm So Mad..." headline grabs your prospect's attention because people want to know what caused you to have that particular emotion, and then tell them about it. Of course you could use just about any emotion you want such as happy, excited, sad, depressed, etc. Just not normal.

Example:

"I'm So Mad About Being Scammed Again!"

### 30) I Dare You...

The "I Dare You..." headline grabs your prospect's attention because people consider a dare a challenge. People will like to prove you wrong but they will have to read the rest of your ad and buy your product in order to do it.

Example:

"I Dare You To Find A Tastier Cookie...If You Do Your Money Back!"

### 31) Secrets Of...

The "Secrets Of...: headline will grab your prospect's attention because people want to learn secrets. It's like someone telling you they know a secret, you just have to pry it out of them. Most people are just plain nosy. They will have to buy your product in order to find out the secrets.

Example:

"The Secrets Of Rich And Famous Writers"

### 32) ...Doesn't (Don't) Want You to Know

The "...Doesn't (Don't) Want You To Know" headline will grab your prospect's attention because people want to find out about those things people are trying to keep from them, especially if it stops them from getting their desired benefit.

Example:

Top Ranking Secrets Search Engine Experts Don't Want You to Know

### 33) Warning...

The "Warning..." headline grabs your prospect's attention because people have been cautioned their whole life to stop and take notice of any kind of warning. Such as storm warnings, poison warnings, side effects warnings, etc.

Example:

Warning! Don't Let False Spam Accusers Take Advantage Of You!

#### 34) Ways To...

The "Ways To..." headline grabs your prospect's attention because you are going to tell them something they might not know; that which will improve their life and give them the benefits they seek. They will have to learn them all. They will lose if they don't. Even better is to give a numbered amount to your ways....such as "10 Ways To....".

Example:

"20 Ways To Sell Your House Faster!"

#### 35) Step-By-Step...

The "Step-by-Step..." headline grabs your prospect's attention because people don't want to be confused. When they buy a new product or are seeking a desired benefit they want simple take-you-by-the-hand steps or instructions.

Example:

"An Easy, Step-By-Step Web Site Design System That Takes Newbies By The Hand!"

#### 36) Testimonial...

The "Testimonial" headline will grab your prospect's attention because they will likely trust someone else's recommendations more than the actual business selling the product. It gives your business a trust and credibility that can keep them reading your ad and buying.

Example:

"I'm in SHOCK! This search engine software took my web site from number 60 to 3 in two weeks!"

Jan Young,  
Business Owner  
<http://www.-----.com>

### 37) Limited...

The "limited..." headline grabs your prospect's attention because people consider anything that is limited, or in a limited amount, to be rare and scarce. It may be their last or only chance to get their hands on the product and then have their desired benefit.

Example:

Limited Quantity! Only 37 Diamond Pendants Left In Stock!

### 38) As seen...

The "As seen..." headline grabs your prospect's attention because people trust famous, brand name media outlets. Would you buy something from someone you didn't know or trust? If they don't know your business, they may know a famous media source you can identify with.

Example:

"As seen in Travelthon magazine! The Luxurious Apple Hotel"

### 39) Stop...

The "Stop..." headline grabs your prospect's attention because people have been trained their whole life to stop when they see a "Stop" sign or told to stop. It's a natural reaction. Works better when the word 'stop' is in the red color too.

Example:

"STOP! How To Reduce You Monthly Gas Bill By 50%!"

### 40) I'm Looking For...

The "I'm Looking For..." headline grabs your prospect's attention because it doesn't sound like an ad. It sounds like you are asking for their help. Most people have been raised to consider helping people that are in need or ask for it.

Example:

"I'm Looking For 200 Lucky People That Want To Help Test My New Traffic Exchange!"

#### 41) Once Upon A Time...

The "Once Upon A Time..." headline grabs your prospect's attention because it's usually the start of a story. People like stories because they are entertaining and allow an escape from the real, everyday things. That's why books, T.V. and movies are popular. You can also use other story related headlines, such as...It Was A Cold, Stormy Night...something to draw them into your text.

Example:

"Once Upon A Time There Was A Beautiful Woman..."

#### 42) Remember...

The "Remember..." headline grabs your prospect's attention because it triggers their past memories. Your prospects will want to read the rest of your ad to see what other memories and emotions it brings back to them or reminds them of better times. Something to be recaptured.

Example:

"Remember When You Could Leave Your Doors Unlocked?"

#### 43) Uncensored...

The "Uncensored..." headline grabs your prospect's attention because it tells your prospects that you're leaving nothing out of your ad or product. They feel that they are getting something that others can't normally get. They are a part of a select group you are trusting both

with the information and your product.

Example:

"Internet Marketing Exposed - Totally Uncensored And Uncut!"

#### 44) Everyone Knows...

The "Everyone knows..." headline grabs your prospect's attention because it sounds like they should know even if they don't....everyone else does! Even if they do, it will attract them to read the rest of your ad to confirm it.

Example:

"Everyone Knows That Gasoline Will Only Get Higher, Right?"

#### 45) FACT...

The "FACT..." headline grabs your prospect's attention because people typically buy products based upon emotion and back up their decision with logic and facts. If something is presented as a fact after getting them emotionally involved, it will affect their getting their desired benefit and justifying it. They will also read the rest of your ad.

Example:

"FACT! 99.9 Of People Buy Based On Emotion!"

#### 46) (Source) says...

The "(Source) says..." headline grabs your prospect's attention because you have a reputable, famous media source giving you a testimonial about your product. Such as in a magazine or newspaper article. Then used in an ad with that testimonial included.

Example:

"Rolling Red Magazine says it's 'Simply Amazing'"

#### 47) Make Money...

The "Make Money..." headline grabs your prospect's attention because most people want to make more money. They usually need some extra to just get by or they want to buy something expensive they can't afford.

Example:

"How To Extra Make Money Working From Home!"

#### 48) Save Money...

The "Save Money..." headline grabs your prospect's attention because most people want to save money. They usually want to cut their expenses, save some for a big purchase or for retirement.

Example:

"How To Save \$50 At The Grocery Store Without Coupons!"

#### 49) Save Time...

The "Save Time..." headline grabs your prospects attention because most people want to save time. Even with all the technological advances, people still can't get everything done in one day.

Example:

"How To Free Up An Extra 2 Hours A Day No Matter How Busy You Are!"

#### 50) New...

The "New..." headline grabs your prospect's attention because most people that see the word "new" think that it's a new and improved way to get their desired benefit.

Example:

"New! How To Design A Professional Looking Web Site In Under 2

Hours!"

#### 51) You Are About...

The "You Are About..." headline grabs your prospect's attention because it tells of a benefit they will discover if they read the rest of your ad. All they have to do is keep reading.

Example:

"You Are About To Discover A New, Amazing Weight Loss Formula!"

#### 52) Celebrity

The "Celebrity" headline grabs your prospect's attention because a celebrity has that fame and name recognition that brings a lot of credibility. People will believe them. Your prospect figures the celebrity wouldn't want to risk their reputation. That celebrity at least needs to be a considered one or a recognized expert to gain your target audience.

Example:

Joe Blow says, "This autoresponder service blows away the competition!"

#### 53) Metaphor

The "Metaphor" headline grabs your prospect's attention because it suggests your product performs, is like or offers the same or better benefit as something they know. It helps the people relate to your product faster and gets them interested in the rest of your ad.

Example:

"Sitting In One Of Our Chairs Is Sitting In Luxury"

#### 54) Help Wanted

The "Help Wanted" headline grabs your prospect's attention because



most people have been raised to help another when asked. At least they will stop to find out that need. That is enough to get them into your text. Never be afraid to ask for help. All the better when telling them of their benefit in helping.

Example:

I Need Help! I'm Looking For 200 People That Want To Make Up \$5,000 A Month!

#### 55) Free/Special Report...

The "Free/Special Report..." headline grabs your prospect's attention because people know they are going to receive a reward or benefit for finding out more by reading the text. Even something of value since you are making an issue of it and they could not obtain it elsewhere. It doesn't appear an advertisement but something benefiting them. They will let down their buying defenses.

Example:

"Free Report! How To Triple Your Sales In Three Easy Steps!"

#### 56) "by"

The "by" sub headline grabs your prospect's attention because your ad looks like an article instead of a sales letter. That's because most articles have the author's name under the title. It also develops an expertise and credibility since it is an article.

Example:

How To Instantly Improve Your School Grades With Little Or No Effort!  
by Larry Dotson

#### 57) Exclusive...

The "Exclusive..." headline grabs your prospect's attention because people think they will be one of the first or few people to read about it. It gives them a privilege or secret that most won't have. So they will have to read your text to have that privilege

Example:

Exclusive Offer! The First 50 People That Order Will Get \$675 In Bonuses!

#### 58) Revolutionary...

The "Revolutionary..." headline grabs your prospect's attention because it sounds like a major, new and improved way to get their desired benefit! People will think they'll get their benefits easier and faster than before with your help so they will read on to find out.

Example:

"Introducing: A Revolutionary Diet Plan That Lets You Pig-Out Anytime You Want!"

#### 60) Healthy...

The "Healthy..." headline grabs your prospect's attention because everyone wants to live a long, happy life. To do it they need good health. The best part is it doesn't have to actually relate to health to grab their attention.

Example:

"How To Earn A Healthy Income Pulling Weeds Part Time!"

#### 61) Urgent...

The "Urgent..." headline grabs your prospect's attention because people feel it calls for immediate attention. In the past people have received urgent messages and knew how important they were. It also establishes a need for immediate action.

Example:

"Urgent! What Credit Card Companies Don't Want You To Know!"

#### 62) You Too Can...

The "You Too Can..." headline grabs your prospect's attention because it tells people there are others, perhaps no better than them,

accomplishing wonders or earning the money they aren't. So they think, "Why can't I?" It makes them envious or at least curious.

Example:

"Millions Of People Are Working From Home And You Can Too!"

### 63) What If...

The "What If..." headline grabs your prospect's attention because it takes them to a wonderland wherein they already have their desired benefits or goal accomplished. They need to read the rest of your ad to make it a reality.

Example:

"What If You Could Make \$10,000 A Month?"

### 64) Instant

The "Instant..." headline grabs your prospect's attention because people want their desired benefit NOW or as quickly as possible. The word 'instant' is also interpreted as being easy. Fast and easy sell like crazy.

Example:

"How To Instantly Triple Your Opt-In List!"

### 65) Pay Close Attention...

The "Pay Close Attention..." headline grabs your prospect's attention because most people will automatically do as told and know some important and possibly detailed information follows that statement.

Example:

"Pay Close Attention! Never Pay For Lawyer Fees Again!"

### 66) If You Qualify...

The "If You Qualify..." headline grabs your prospect's attention because it's a challenge to their worth. They can't buy if they aren't

good enough or a part of the 'right' group. It might even appear you are not going to offer them the product unless they are right or fulfill some conditions. Those terms could be noted in the text below. You could actually turn their purchase down.

Example:

"\$2000 Diamond Ring For Only \$299...If You Qualify!"

## 67) Visual

The "Visual" headline grabs your prospect's attention because one visual can trigger thousands of eye-catching stimuli. Visuals could be pictures, graphics, online videos, comics, etc.

Example:

This Could Be You:  
(your visual)

## 68) Targeted

The "Targeted" headline grabs your prospect's attention because it sounds like you are talking directly to them. You have already created a rapport because you have recognized the type of person they are and established their interest and how you can help.

Example:

Attention! Calling All Gardeners To Try This New, Fast-Growing Plant Fertilizer!"

## 69) Introducing...

The "Introducing..." headline grabs your prospect's attention because most people see "Introducing" attached to something or someone they are not familiar with but still important to their benefit. You are doing a good turn for them by showing them something new.

Example:

Introducing: A New, Absolutely Delicious Sugar Cookie Recipe!

## 70) If You're Worried...Don't Be

The " If You're Worried...Don't Be" headline grabs your prospect's attention because it gives people the comfort and confidence of knowing you have thought about it and offer a solution to their concerns, problems and situation. They want to read the rest of your ad to see why they shouldn't worry!

Example:

"If You're Worried About Paying Your Bills...Don't Be!"

#### 71) You're Invited To...

The "You're Invited To..." headline grabs your prospect's attention because it sounds like a special event instead of an advertisement. It makes people feel special and important. It also takes away risk because of the friendliness of it. No commitment but just see what is offered and how it can benefit you.

Example:

"You're Invited To Experience The Business Opportunity Of A Lifetime!"

#### 72) The Perfect...

The "The Perfect..." headline grabs your prospect's attention because people want their lives to be perfect. They are always looking for the perfect way to attain their desired benefit.

Example:

"The Perfect Bathing Suit To Hide Those Left Over Winter Pounds!"

#### 73) Tested...

The "Tested..." headline grabs your prospect's attention because people feel more confident about reading what you have to say when tests prove the point. It is a more scientific approach not left to chance. If your product is tested and works, then it will work for them.

Example:

"Tried And Tested Diet That Allows You To Lose Up To 10 Pounds Per Week!"

#### 74) Breakthrough...

The "Breakthrough..." headline grabs your prospect's attention because people are always looking for that one breakthrough that will solve their problems or give them their desired benefit. Success where other, similar products have failed in the past.

Example:

"New, Breakthrough Formula That Gets Rid Of Dry Skin Forever!"

#### 75) Time-Tested...

The "Time Tested..." headline grabs your prospect's attention because it tells people that they can trust your business. Your product has been tested over a long period of time and you always deliver what you promise. It and you are reliable.

Example:

"A Time-Tested Investing Formula That Generates A Positive Return 99.9% Of The Time!"

#### 76) Safe...

The "Safe..." headline grabs your prospect's attention because people want to be safe and avoid physical pain, to avoid risk too. They also want to avoid harming other people in their life.

Example:

"A Bug Spray That's Fully Safe To Use Around Children!"

#### 77) Serious Inquires Only...

The "Serious Inquires Only..." headline grabs your prospect's attention because you are actually limiting those that can order based upon eligibility. A business-like approach that tells people it is direct and trust-worthy.

Example:

"Lose 5 Pounds Per Week - Serious Inquires Only!"

#### 78) Used By...

The "Used By..." headline grabs your prospect's attention because you actually use some of your famous and/or well-known clients in your headline! It gives credibly to your entire headline and offer.

Example:

"Our Famous, Internet Marketing Course Has Been Used By (some of your famous/respectable clients)"

#### 79) Free Trial/Sample

The "Free Trial/Sample..." headline grabs your prospect's attention because it removes their buying defenses. You're not asking them to spend any money and you feel confident enough to give them a sample of your product before they decide to buy or be charged.

Example:

"FREE 30 Day Trial Membership To Our Internet Marketing Private Site!"

#### 80) Physical Effects

The "Physical Effects" headline grabs your prospect's attention because the result is something they know and is common to that you offer. A pleasurable and emotional issue is developed. It makes your headline come to life. The sizzle effect before the substance.

Example:

"Our Delicious, Tantalizing Steaks Will Make Your Mouth Water With Anticipation!"

#### 81) Easy/Simple...

The "Easy/Simple..." headline grabs your prospect's attention because people don't want to work hard at acquiring their desired benefit and

goal. They want the experience to be as painless as possible.

Example:

"The Simple And Easy Leaf Vacuum System!"

## 82) Only Source

The "Only Source" headline grabs your prospect's attention because it's noting the product or the benefit cannot be obtained anywhere else or from anyone else. It's as though you have a monopoly on that particular product or benefit and will dispense it as you will.

Example:

"You Can't Find Our Odorless Cleaning Liquid Anywhere Else...Guaranteed!"

## 83) Ordinary People

The "Ordinary People" headline grabs your prospect's attention because it states that ordinary or un-advantaged people are getting the same benefits the reader wants. Your prospect will think if others can get it, so can they.

Example:

"How A Man From Chicago Went From Homeless To Riches In Just 30 Days!"

## 84) Experience The

The "Experience The..." headline grabs your prospect's attention because people want to experience having their desired benefit. They also seek experiences that bring them emotional rewards.

Example:

"Experience The Relaxation Of Our Tropical Resort!"

## 85) People Reactions

The "People Reactions" headline grabs your prospect's attention because most people care what other people think and say. Those



close to them can have an influence or even persuade them to buy your product easier than your business can.

Example:

"Imagine What Your Friends Will Say When You Drive Up In A New Sports Car!"

#### 86) Giving

The "Giving" headline grabs your prospect's attention because people want others in their life to be happy. One way people show that they care about those others is to buy them gifts.

Example:

"Just Imagine The Smile On Your Kid's Face When You bring Home This Cute Puppy!"

#### 87) Tired Of

The "Tired Of..." headline grabs your prospect's attention because people get tired of the old things in their life. The old just does not give the promise of the new. New has the potential to fulfill their desire for benefits or a goal achieved.

Example:

"Aren't You Tired Of Working For Someone Else?"

#### 88) Don't Buy Another...

The "Don't Buy Another..." headline grabs your prospect's attention because it cautions them with some inside knowledge you have affecting their purchasing decision. It creates uneasiness and even indecision that you will thoughtfully remove. You want to help them make the right decision by buying your proven better product.

Example:

Warning! Don't Buy Another Toy For Your Kids Until You Read This!

#### 89) Myths

The "Myths..." headline grabs your prospect's attention because it will cause them to view some imagined things, myths, fears holding them back from getting their desired benefits.

Example:

"8 Myths About Starting Your Own Home Business!"

#### 90) Low Cost

The "Low Cost" headline grabs your prospect's attention because people are looking for a bargain and trying to save money. They can either be on a tight budget or thrifty shoppers.

Example:

How To Find Low Cost Advertising On The Internet!"

#### 91) Top...

The "Top..." headline grabs your prospect's attention because people want to know the top, best or most popular way to get their desired benefit. They want to get the best things in life.

Example:

"The Top 5 Ways To Reduce Your Credit Card Debt!"

#### 92) If You...I'll...

The "If You...I'll..." headline grabs your prospect's attention because you're actually making a deal and rewarding them for getting their desired benefits. It's a win/win situation for your prospects.

Example:

"If You Read My New Copywriting Book, I'll Give You Another Copy For FREE!"

#### 93) Specific

The "Specific" headline grabs your prospect's attention because it makes your headline more believable. If there is a specific figure,

there must be a good reason for it. It must be true or even understated.

Example:

"How I Made \$17,845.67 By Buying One Solo Ad!"

#### 94) Simile

The "Simile" headline grabs your prospect's attention because it compares two unlike things in a combination that amplifies your point. The paradox would bring them into the text of your ad. Most similes use the words "like" or "as" in the connecting term.

Example:

"Taking Our Marketing Course Is Like Having No Competition!"

#### 95) Analogy

The "Analogy" headline grabs your prospect's attention because it compares something known to something different. It provides a new combination or contrast one would not normally see.

Example:

"How Algebra Can Be Just Like Playing Connect The Dots!"

#### 96) Famous Quote

The "Famous Quote" headline grabs your prospect's attention because, if it's by a famous or respected person your target audience knows, it gives your business and product more credibility.

Example:

"A Headline That Grabs Your Prospects Attention Can Be Considered A Hypnotic One"  
by Larry Dotson

#### 97) Don't Read This

The "Don't Read This..." headline grabs your prospect's attention because it uses reverse psychology. It catches your prospect off-guard

and they wonder why they shouldn't read it. They also become more curious by the prohibition.

Example:

"Don't Read This If You Want To Go Bankrupt!"

## 98) Miracle

The "Miracle" headline grabs your prospect's attention because everyone fantasizes about some miracle that could improve his or her life. Some miracle related words could be...unbelievable, incredible, amazing, etc.

Example:

"A New, Amazing Traffic Generating System That Doesn't Cost You A Cent!"

## 99) Confusing

The "Confusing" headline grabs your prospect's attention because it's a puzzle and unsettling. People are used to certain conformity. If you make your headline a little confusing, or unusual, it may tempt them to find out more to clarify the mystery.

Example:

Marketer Cows Money

## 100) Humor

The "Humor" headline grabs your prospect's attention because there might be something humorous in your product or packaging. Be very careful in the use however for irony is the best humor to use. Joking, other than tongue-in-cheek can be very counterproductive. What makes people laugh? Some cannot see the humor. Your product could gain in credibility if you are slightly depreciating.

Example:

"You Might Be Addicted To Internet Marketing If You Start Calling 'TV Dinners' - 'PC Dinners'..."

Extra Bonus:

### 101) Success Story

The "Success Story" headline grabs your prospect's attention because people will place themselves in the same position. Succeeding at great odds. If another can do it, "Why not me?"

Example:

"How An Average Guy From Utah Turned His Hobby Into A Multi-Million Dollar Business!"