

Title:

A Simple 8 Step Formula For Testing Your Headlines

Word Count:

724

Summary:

Without testing headlines is like firing a gun at a target blindfolded. This article was written for every level of marketer and will allow you to make the most of your marketing efforts

Keywords:

mlm, network marketing, home business, business opportunity, copywriting, sales, marketing, headlines

Article Body:

I am going to let you in on a secret? The successful entrepreneurs are not successful because they know things that you don't know. They are successful because they TEST every advertising campaign they embark on first before they start spending "big" money on effective forms of newsletter and ezine ads.

Ezine Ads

Placing ezine ads is one of the most effective form of advertising on the Internet today purely because you can advertise/market exactly to your target groups.

But if you don't know which of your headlines, your benefits and your offers are the ones that will make you money, you will probably not even be able to get the money back that you have to spend on your ezine ads.

8 Easy Steps To More Effective Headlines

To be capable of determining the most effective adverts, you need a system. I will show you one system how it can be easily done. Of course, there are literally thousands of different systems that could do the task as well. But if you want to analysis without spending too much money, then my way of testing will be an invaluable help for you.

The structure Consists Of 8 Easy Steps :

1.) Write down the benefits of your product and contemplate the advantages for

your target group, not yourself. A bit of brainstorming is required here to see which ones immediately come to mind.

2.) Turn them into a set of 10 different headlines. If you sell an e-book about Dog Training and one of your ebooks benefits is that even first time dog owners can understand how to do it, then tell them about it in the headline

e.g. :

"A Step-By-Step Guide Teaches You Everything You Need To Know About Training Your Dog - If You Can Read, You Can Implement A Quick and Easy Dog Training Routine ! "

3.) Write 2-3 different versions of your ad copy. Focus on one or two other essential benefits. Get the reader curious and excited about your offer. Your aim is to make the prospect click on your link !

4.) Create a few different tracking links (that lead to your sales letter) for each ezine you want to submit your ad to. You must be able to decide exactly which ads and more importantly headlines are successful, and where the responses are coming from or you will be shooting in the dark.

You can use these 2 free services for this : <http://www.hyperlinktracker.com/> and <http://www.linkcounter.com/> they are both outstanding free services.

5.) Use one and the same headline for all your free ezine ad sub- missions and send out your free ezine ads to at least 10 ezines.

There are plenty of free well established ezines which give you free subscriber ads if you join their mailing list. You need publications with at least 1000 subscribers for a decent test of your ad.

6.) Look for the ezines with the most number of clicks. Only choose the most successful ezines. Now send 10 different headlines to be published in the next issue and one and the same ad copy to these ezines.

7.) By now, you should be familiar with which headlines work and you can change over to paid forms of ezine advertising in the knowledge that the ad you use with give it your best shot. Order Top Sponsor Ads and Solos in ezines with high circulation 10000 + subscribers.

If you get an acceptable amount of clicks but little sales, try changing your copy in the body of the ad and maybe your price as well. Is it too cheap or too

expensive. Selling cheap don't work.

You can find out if you :

8.) TEST, TEST and, you guessed it : TEST....!

<P>You may publish this article in your ezine, newsletter on your web site as long as the byline is included and the article is included in it's entirety. I also ask that you activate any html links found in the article and in the byline. Please send a courtesy link or email where you publish to: support@lucygreen.com</P>

<P>Edward Green is the owner and operator of a successful online business. Ed has over 15 years in corporate business operations which include guerrilla marketing skills, customer service and Professional networking capabilities. http://www.lucygreen.com</p>