

5 WINNING HEADLINE FORMULAS



5 Proven Ways You Can Instantly Grab Your Prospect's Attention And Pull Them Into Reading Your Sales Letter Or Watching Your Video

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About Tim Erway



The guy behind some of the biggest online success stories... Over the last decade, Tim Erway has coached and empowered dozens of 6-, 7-, and 8-figure entrepreneurs.

But success didn't come easily for Tim. After 2-years of "working the plan," Tim found himself eye-deep in debt and close to being homeless when he was evicted from his 1-bedroom apartment. On a loan and a prayer, Tim dedicated himself to becoming a student of Internet marketing, and just 6 months later he bounced back making his first 6-figures in affiliate and network marketing.

In 2003, he launched his first 7-figure online education company dedicated to providing debt-laden consumers with the tools and information needed to eliminate debt from their lives. By 2004, Tim's company helped thousands of people avoid bankruptcy, regain control of their finances and get a fresh start. All the while, he was earning a healthy 6-figure income selling his own products, affiliate products and with network marketing.

Today Tim is CEO of Elite Marketing Pro. He also owns a successful real estate investment company that he launched using "attraction marketing" methods – proving yet again that the universal principles of attraction marketing work across multiple industries, both online and offline.

If Your Headlines *Don't* Immediately Grab Your Prospect's Attention...*You Might as Well Flush Your Money Down the Toilet!*

Seriously.

Legendary ad man David Ogilvy once wrote:

“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.”

Check out these shocking statistics...

- MarketingSherpa reports that headline copy and your call to action are the most impactful landing page elements.
- Copywriting legend Gary Halbert once said, **“Headlines are where I spend more creative effort than any other aspect of my work.”**

- Copyblogger reports that, on average, eight out of 10 readers only read headline copy.
- *Wired* magazine, reporting on social syndication site Upworthy.com, quotes that **headlines can have a 500% impact** on “virality.”
- Intuit, the parent company of QuickBooks, quotes former *The Onion* contributor Peter Koechley on their blog, who states, “**authors should devote half of their time to writing a headline that attract clicks.**”
- Koechley, speaking at the Native Advertising Summit, offered the following advice, “It’s [headline writing] the easiest way to dramatically increase the virality of what you do and I guarantee you’re not spending enough time on it.”
- Analytics firm KISSmetrics reports that, “**the first headline your visitor sees is the most important copy you’ll write.**”

...

In advertising, you **MUST** understand your prospects and how to get their attention. And it's a fact that...

Most of the “heavy lifting” is done through your headlines.

Your headlines don't need to sell or explain anything!

Headlines are an ad *for* your ad.

We pick and choose what we read or watch based on the headlines we see.

We skim through our inbox, Facebook Newsfeed, blog & news aggregators, and “look” for whatever grabs our attention the most.

That means your headline has 2 goals...

1. Grab your prospect's attention and stop them dead in their tracks.
2. Create enough interest to get them to read the next line of your ad, sales letter, or watch your video.

That's it.

Now think about it...

Your headline is your only opportunity to seize your prospect's attention.

And if you don't, it doesn't matter what the rest of your ad or sales letter says.

Because it simply will NOT be read.

You want to create curiosity, excitement, anticipation, and the desire to read more.

The headline is the most-read part of ANY ad, sales letter, blog post, or a video.

Which is why...

Even a *simple* change in your headline can easily turn a losing ad or a sales letter into a money-maker.

Ok, so let's dig right in and see how we can create winning headlines that get the job done...

There are many different headline formulas, but ultimately, it's the ones that speak directly to your prospect and arouse the most curiosity that end up winning.

Why is curiosity so powerful?

Well think about the last few videos you got sucked into watching on Facebook or the images you ended up clicking on.

I'm willing to bet BIG BUCKS most of them created so much curiosity you just "HAD TO" watch.

This is what you want your headline to do—to flip a switch inside your prospect’s brain, so they go... “I have to see what this is all about.”



The other day I got a direct mail promo in my mailbox and the headline in big bold font read...

**“DUMP These 10 Mining Company
Stocks NOW!”**

Now if you have absolutely no interest in stocks, especially mining stocks or any kind of precious metals, this will be of no interest to you whatsoever.

But what if you had your money in these types of companies?

Would that headline grab your attention?

You bet it would.

It wouldn't just grab it... it would literally stop you dead in your tracks, make you drop what you're doing right now, and create an immediate sense of urgency to find out what these 10 stocks are!

Why? Because...

Your money is on the line!

And the fear of loss, world's most powerful motivator, would be in full swing.

That's exactly what a great headline is supposed to do.

The reason I got this letter is because I subscribe to a newsletter that deals with these types of stocks, so they knew there's a good chance this headline would resonate with me.

Step number one...

BEFORE creating your headline (*or any other part of your ad or sales letter for that matter*) is to really know your market.

What are their goals, dreams, desires and hopes?

What are their fears, pains, worries and frustrations?

And what keeps them tossing and turning at night?

This alone will make you better at writing headlines than most of your competition.

Knowing these thing about your prospects...

...is like possessing the “key” to their minds!

The more you understand their problems and desires, the more you can relate to them.

In this short report you'll discover 5 time-tested headline templates that create “can't-ignore,” attention-grabbing sales messages and produce cash on demand!

Let's get started!

Headline Formula #1: **Benefit Driven Headline**

This is where you basically state the benefit in your headline.

And if this benefit resonates with your audience, if it's something they really, truly want... *they'll be all over it.*

Here are some examples:

How to Win Friends and Influence People

How to _____ and _____

You're About to Discover How to Get Cheap
and Targeted Traffic that Converts into
Sales and Profits

You're About to Discover How to
_____ and _____

Discover How to Build a Huge List of
Laser-Targeted Prospects on a Shoestring
Budget

Discover How to _____

Headline Formula #2: **News Headline**



We're conditioned to pay attention to "Breaking News" or when we see something "New."

- Breakthrough
- New
- Just Released
- Revealed
- Announcing

When you use such words, they make your headline sound newsworthy, and are a great way to capture your prospect's attention, when coupled with a major benefit of your offer.

Here are some examples:

Announcing a Brand New Tracking Software
GURANTEED to Minimize Waste and Squeeze
the Most Profits Out of Your Traffic

Announcing a Brand New _____
GURANTEED to _____

Just Released... 7 Powerful Conversion
Tactics Used by the Most Successful
Internet Marketers and Super-Affiliates

Just Released... # _____

New Breakthrough Technology Can Now Turn
Back the Clock and Make You Look 20 Years
Younger!*

**I totally made this up just as an example ;-)*

New Breakthrough _____ Can Now

Headline Formula #3: Question Headline

This headline formula is very effective. Here's why...

When you see a question, what does your brain automatically do?

That's right, it starts answering.

Especially when the question is aimed at a subject that's of interest to you, or a pressing problem/pain you might be experiencing right now.

Here are some examples:

Do You Make These Mistakes in English?

(This is a classic headline, which can be adapted to just about any market or product.)

Do You Make These _____ Mistakes?

Or...

Do You Make These Mistakes in _____?

What's the Best Way to Make Money Online Today?

What's the Best Way to _____?

Who Else Wants to Discover Weight Loss Secrets of the World's Top Super Models?

Who Else Wants to _____?

Or...

Who Else Wants to Discover _____
Secrets of the World's Top/Best _____?

Headline Formula #4: **Frustration/Pain/Problem Headline**



Remember, people are much more motivated by the fear of loss, than by the promise of gain. We'll move away from pain a lot faster, than move towards pleasure.

Which is why this type of headline is especially effective, as it taps into our primal desire to avoid fear, pain, and threat.

Here are some examples:

Stop Panic Attacks Today... And Discover a Simple Technique That Gets Rid Of Anxiety for Good

Stop _____ and Discover a Simple _____

No More Calorie Counting... Now You Can Eat Your Favorite Foods and Still Lose Weight

No More _____ Now You Can

Here's How to End Your Lead Generation
Problems for Good... And Use This
Surprising Simple Strategy to Explode
Your List FAST

Here's How to End Your _____
Problems For Good... And Use This
Surprisingly Simple _____ to _____
FAST

Headline Formula #5: **Specific Number Headline**

Using specifics in your sales copy, especially in your headline, makes it much more difficult for your prospects to not continue reading your sales letter or watching your video.

Specifics make it more believable and concrete in their mind.

Take a look at these examples:

3 Ways You Can Quickly Drive Laser-Targeted Traffic to Your Website

3 Ways You Can Quickly _____

5 Little-Known Ways to Explode Your Email List

5 Little-Known Ways to _____

7 Surprisingly Simple Ways to Make More Money Without Spending A Penny More On Advertising

7 Surprisingly Simple Ways to _____ Without _____

25 proven power words/phrases you can use in your headlines:

1. Announcing
2. Secrets
3. Amazing
4. New
5. Now
6. Breakthrough
7. The Truth About
8. Love
9. Here
10. Finally
11. Discover
12. Free
13. Yes
14. Hate
15. Protect
16. This
17. You/Your
18. At Last
19. Only
20. How To
21. Revealed
22. Simple
23. Little-Known
24. Surprising
25. Unique



A few more things to keep in mind as you're creating your headlines:

1. Make sure you focus on your prospects and not on your product, by using the words "You" and "Your" in your headline.
2. Think about the BIG benefit your prospect is going to get.
3. Be as *specific* as you possibly can.
4. Make it believable.
5. Address your prospect's most pressing problem, fear, or pain.

And finally, when you're done creating your headline, always ask yourself: does this headline answer my prospect's biggest question...

"What's in it for me?"

Now it's your turn! Go create some attention-grabbing and profit-pulling headlines for yourself!

“Here’s the Quickest and the Easiest Way Possible You Can Create Profit-Pulling Sales Letters and Videos... And Outright STEAL My \$30 Million Step-By-Step Conversion Formula...

If you’re serious about making 2014 a record income year, I suggest you jump on this right now while you still can. Here’s a little taste of what you’re going to get in this jam-packed training session...

- **“Tim Erway’s Personal Copywriting Cheat Sheet”...a 25 point fill-in-the-blank sales letter template...** you can use this anytime you need to quickly put together a sales message that gets stunning results... FAST!
- **7 proven and tested bullet formulas** that’ll transform boring and ordinary product features into emotionally compelling benefits that’ll keep your prospects’ eyes **GLUED** to your sales letters, capture pages, and videos... and get them to respond ***immediately!***
- **6 ways to create urgency in your sales letters** that’ll make your prospects want to buy right now.
- **BONUS: Millionaire Swipe Slides** – you’ll get 5 video sales letters that have brought in *TENS of MILLIONS of Dollars in sales...* you can dissect, study and get inspiration from them to create your own winning video sales VSLs.

And that’s just the tip of the iceberg...

[Click Here to discover all the details about “The \\$30 Million Video Sales Letter Formula Workshop” NOW!](#)