



Alice Seba's

Copy Makeover...

Making it Easy to Turn Your Words into More Sales

Get the Attention Your Product Deserves with Easy-to-Craft Headlines

By Alice Seba of IMCopyMakeover.com

Headlines. They're often the most perplexing piece of the copywriting puzzle, but frustratingly enough, they are one of the most important.

After all, if you don't immediately get the attention of your website visitor, they're just going to click away. People are busy and you only have a limited amount of time to grab their attention. They won't read the small print on your page if you don't grab them with something.

One way to get attention is with a great headline.

A headline that simply says "We Sell X Widgets" doesn't say enough to get a reader to keep reading. Many people probably sell X Widgets. Why should they learn more about yours?

Or worse yet, a headline that says "Welcome to Jennifer's Fine Tulips" inspires no interest. Unless Jennifer is the only tulip seller in the world, it's just not enough to keep many Internet users engaged.

But how do you write a great headline?

Let's Get Back to the Basics – Headline Tips

This guide includes headline starts to make it easier to put together headlines, but before we get into that, let's cover the basics. These are important too.

- **At the Top:** A headline belongs at the top of your sales letter, web page, ad or any copy you are creating.
- **Capitalize:** Capitalize the first letter of all the words in your headline and make it nice and big and bold to ensure it gets attention.
- **Focus on Your Target Customer:** Think about your target customer, what problems and desires they have and make that the focus of your headline. Forget about "We sell xyz" – your reader wants to know what's in it for her/him.

- **Make a Promise:** Make an enticing promise to your reader that is fulfilled by reading the product (and ultimately, buying your product).
- **Observe:** Look at websites, brochures and other sales copy and see what grabs your attention. This is one of the best ways to improve your headline writing abilities.
- **Be Specific:** Tell your readers exactly what to expect by reading your sales page or trying your product. Adding numbers and other specific wording can make your headline much more powerful.

Ex. Being vague and saying things like “reduce eye puffiness” may grab some attention but telling them how easy it is; “a dab of cream once a day for 6 days”... that’s something people will say hey, I could do that.

- **Save it until Later:** If you’re having trouble writing your headline, finish the rest of your copy first and then come back to it. Oftentimes, the headline becomes more clear **after** you know the full direction your copy is taking.
- **Keep it Simple:** There are some highly-skilled and popular copywriters that have written some amazing long headlines, but most of us just don’t have those skills. Keep your headlines focused on one idea and say it as concisely as you can.
- **Keep it Narrow:** As with all writing online, when it sprawls across the page, it makes it hard to read. A headline that goes straight across the page is even more difficult to read and loses its oomph. Your headlines and subheadlines should be narrower than the rest of your copy.
- **Use Subheadlines:** Subheadlines are mini-headlines throughout your copy. They break up your copy and make it easy to read. If someone is scanning, it’s less likely that all the tiny print is going to make him stop and read, but if you have an attention-getting sub-headline, it’s easy to get them to stop in their tracks and pay attention.

Headline Starters:

Even with the basic tips to get your headline, it can still be tough to generate ideas. On the next page, you’ll find 11 headline starters to make your job a whole lot easier.

“How __ Made me __ and It Can Help You Too”

An example: “How X-Brand Weight-Loss Shake Made Me Lose 37 Pounds in 7 Weeks”

“Are You ___?”

An example: “Are You Tired of Unsightly Bags under Your Eyes? Apply Just a Dab of X Cream Once a Day for 6 Days and Watch the Puffiness Disappear.”

“The Secrets to _____”

Everybody loves secrets...tell them about yours.

An example: “The Secrets to Rekindling the Romance with Your Husband”

“Give Me ___ and I’ll _____”

An example: “Give me 15 Days and I’ll turn Your Ever-Reluctant Child into an Avid Reader”.

“Here’s How to _____”

An example: “Here’s How to Look Ten Years Younger in Just Five Days.”

“Discover _____”

An example: “Discover our New Smoother, Creamier Peanut Butter.”

Ask a Question

An example: “Is Putting Gas in Your Car Making You Broke? Read on to Find out How You Can Save 33% at The Pump, Every Time.”

“Before You _____”

An example: “Before You Waste Another Minute Arguing Endlessly with Your Teen,

Read This to Find out How You Can End the Bickering, Once and for All.”

“Your _____ Is In Serious Danger”

An example: “Did You Know That Your

“__ Simple Ways to __”

An example: “6 Simple Ways to Get Your Baby to Sleep without Losing Your Mind”

“Don’t Buy _____ until You _____”

An example: “Don’t Buy Another Plastic Bottle until You Get the Facts about Bysphenol A and the Dangers It Poses to Your Family”

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FINAL CLASS STARTS NOW! Registration Deadline is October 23, 2009. <http://www.imcopymakeover.com>