

THE ENTREPRENEUR'S ESSENTIAL HEADLINE WRITING BLUEPRINT

How To Write Impossible To Ignore Headlines
That Practically Force Your Perfect Prospects
To Pay Attention To Every Single Word
of Your Sales Message!



ROBERT SEAN PASCOE

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ATTENTION TO EVERY SINGLE WORD OF YOUR SALES MESSAGE!!!**

ROBERT SEAN PASCOE

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Special Thanks

I want to give thanks to everyone who helped make this book a reality.

First and foremost, I want to thank my smart, beautiful and incredibly supportive wife Jessica who has encouraged me day and night to write this book and to chase my dreams.

I LOVE YOU forever sweetie!!!



The Author with his Wife and Best Friend - Jessica Pascoe

I also want to thank my mom and dad... Ruth and Robert H. Pascoe for being the greatest parents anyone could ever ask for.

That brings me to thanking my Lord and Savior Jesus Christ who gave me the most incredible gift of all by willingly suffering and dying for my sins, so I wouldn't have to... even though as a sinner I deserve to.

Please read John 3:16 for the answer to everything.

I want to finally thank all of the great marketing and copywriting superstars I have learned from.

As much as I would love to say everything in this book was my original ideas... that would be a huge lie.

The fact is, everything in this book is based on the proven methods of world class salesmanship which started when the earliest man first persuaded someone to trade their vegetables for a fur coat or piece of meat.

This is why I want to give a HUGE thanks to the many men who have made all of this possible for me by sharing the power of direct response marketing and copywriting.

In no official order, a big thank you especially goes out to:

- Ted Nicholas
- Eugene Schwartz
- Dan Kennedy
- Gary Bencivenga
- John Carlton
- Brian Keith Voiles
- Gary Halbert
- Ben Settle

An extra special HUGE thanks go to the "Emperor of Email" and "Zen Master of the Internet" Matt Furey.

Matt gave me an opportunity to learn directly under him and Ted Nicholas at a 3-day live event which changed the course of my life.

At the time, I was going through a rough patch in my life as my wonderful mother had suffered two major strokes and it seemed like everything was going wrong.

One day I prayed to God that He would lead me in the right direction.

Later that same day Matt announced he was giving away a Free ticket to his upcoming Copywriting and Marketing Training with Ted Nicholas.

He would be giving the "Golden Ticket" to whomever wrote him the best letter explaining why they needed to attend.

By the grace of God, I won that free ticket and it ended up being the catalyst for my going "ALL IN" on creating a successful business which helps both experienced and aspiring entrepreneurs worldwide.

More than just helping me to sharpen my copywriting and marketing skills, Matt and Ted made me believe in myself again that weekend.

That is one of the most amazing gifts anyone could have ever given me.

Thank You Matt!!!



Robert with the "Emperor of Email" Matt Furey

Introduction

Welcome to what I call my copywriting “Secret Weapon”.

Why do I call it that? Because the headline truly is THE most important part of writing any successful sales letter, article, blog post or any other advertising or marketing piece.

What is the Headline So Important?

Your headline is your ad for your ad. 75% of your prospects will ONLY read your headline and only 25% of them will keep reading through the conclusion of your copy.

To guarantee they keep reading you MUST appeal to their self-interest.

Your headline needs to offer a BIG BENEFIT for reading the entirety of your sales message. Then the copy which follows need to fulfill the promise of that benefit.

Your headline should position your product or service and ALL the benefits they offer as the ONLY choice for your prospect.

For these and other reasons we will cover in greater details to come, I am sure you can see why the headline is so important.

If This Book Is About Headlines Why Don't We Start There?

Well, before you can write a great headline, you need to understand the basics of copywriting including the emotions which trigger someone to buy and the importance of doing your research before you EVER start writing.

I felt these topics needed to be covered in detail to first to lay a solid foundation of understanding for those new to copywriting and then as a good review of the basics for more experienced marketers.

What You Can Expect From This Book

This short but powerful book will not only help you write killer headlines but will provide for you with a solid foundation in the creation of master level copywriting for all of your marketing needs.

I can't wait to hear back from you about how this book has helped you to write stronger sales copy and ultimately put more money in your pocket.



The Author - Robert Sean Pascoe with his wife Jessica

P.S. There is NOTHING more important to the health of your business then matching the RIGHT OFFER, with the RIGHT AUDIENCE and the RIGHT SALES MESSAGE.

This is what I specialize in as a Direct Response Copywriter and is what I can help YOU perfect so you can maximize your sales and profits.

Email me today at rsp@worldclasscopywriting.com and let's talk about how we can take your business to a new level of success!

Copywriting 101

Copywriting is all about communication that's designed to influence and persuade the reader, listener or viewer to take a specific action.

What kind of action and what type of communication?

In most situations the action desired is getting your potential customer to BUY whatever it is you are offering them.

Now, normally we would primarily be talking about print media but now there are many different ways to transmit a sales message.

Thankfully, for us, they all have one thing in common.

Whether we are talking about video advertising, radio ads, online sales pages, magazine or online magazine advertorials or through the old workhorse of the direct response world – the direct mail letter...

... the one thing they all have in common is that before anything else happens...

... the sales message has to be written by a copywriter.

What Is The Job Of A Copywriter?

In the past when I' first been asked what I do for a living I have often struggled with how to answer.

The term "Copywriter" doesn't mean much to most people not directly involved in the advertising or marketing world.

I like to think of myself as a business "rain maker". Someone who uses the powers of persuasion to bring boatloads of increased revenue for my clients and for my own business ventures.

Now, I think of my job as a copywriter as much more than just the writing of sales copy.

First and most important my job is to be a strategic marketing adviser to my clients. To help them determine who their perfect prospect is and what the biggest benefit is their product or service can offer to that perfect prospect.

It was legendary copywriter John Carlton who I first heard call the main job of a copywriter is that of a "Sales Detective".

To me, this means taking the time to really dig deep into the psychological factors which makes someone buy...

... and then creating the perfect sales message which uses those psychological factors to persuade your prospect to buy.

In the end it's all about getting the sale!

What Can Learning Copywriting Do For You?

I truly believe that copywriting is the most powerful and profitable skill anyone can ever learn.

Being able to write powerful sales copy is like wielding an incredible super-power or mega-weapon which will allow you to attain virtually anything you want in business and in life.

I mean, just think about it for a second:

What could be greater than being able to control someone's actions in a hypnotic way which leads them to do the hardest thing you can get anyone to do ...

... which is pull out their wallet and actually SPEND their hard-earned money?

It's truly an AMAZING skill to cultivate which will pay off HUGE in all areas of your business and life!

Writing to Sell

Copywriting is much less about “writing” and much more about selling, so let’s spend some time taking a close look at what selling is all about.

If you ask a top copywriter what the number one factor was in their success, I would bet most would say it was first having experience in face-to-face or over the phone sales.

Why? Because, the fundamentals of getting a sale are the same whether you are peddling vacuum cleaner’s door to door...

... closing million-dollar real estate deals...

... or are selling financial newsletters online.

What Is Selling Really All About?

Selling really comes down to figuring out what someone wants and then finding a way to give it to them.

Yes, there’s more to it but I like to break things down to the simplest way of looking at things.

Now, if you want to be as successful as possible, it’s important to drill down to the most urgent **WANT, NEED, DESIRE** or **PROBLEM** your prospect needs to solve.

You want to target what they are already thinking about.

Hopefully, something they are so consumed with, they are even having trouble sleeping at night or concentrating on during their workday.

Then when you find a way to reach them and start out your sales message by addressing that which you know is important to them...

... it is SO much easier to grab their attention in order to give them all of the details of what you are offering them.

If you have a product or service which solves a problem or fulfills a desire and you can then get...

... the RIGHT message in front of...

... the RIGHT audience and make...

... the RIGHT offer that compels them to act.

Then once you have tested and proven you have a winning formula you can go back to it repeatedly...

... steadily increasing your advertising investment and...

... truly make a fortune with even just one product.

Now, before we get into the advanced techniques of direct response copywriting there are some VERY important questions we need to find answers for.

Answers which are every bit as important to whether our advertising will be profitable as the magic words we will eventually choose to use as our psychological weapons.

QUESTION #1

“Is there a market for what you’re selling?”

This doesn't mean there has to be a HUGE market for your product or service to be viable. There's MANY entrepreneurs out there making BIG money selling to SMALL niches.

But you do need to make sure there is enough of a market for you to be able to easily reach them. And then to be able to sell something to them they will desire enough to hit that “BUY” button.

QUESTION #2

“Do you believe in this product?”

If this is your product that you are writing the copy for, then you ask yourself this and if you are writing for someone else, then ask them.

But the heart of this questions is this:

If someone is to buy this product or service, are they going to be better off than if they had just kept their money in their pocket?

If the answer is anything OTHER than their life being enhanced by buying what you are selling, then you might want to go back to the drawing board...

... BEFORE you start writing the copy for a sub-par product...

... as you will ONLY be hurting YOURSELF and YOUR BUSINESS in the long run if you have unsatisfied customers.

Now, I am NOT saying you should only sell products or services that people "need".

If the only things sold starting now, were things that people NEEDED then our economy would CRASH in less than a day.

What I am saying is that what you are selling should be something that provides a benefit in SOME manner to your prospect...

... even if that benefit is ONLY an emotional benefit like...

... making themselves feel a little smarter, better looking, confident or anything else that we as human's desire.

In other words, don't sell garbage! Selling garbage will instantly disappoint.

So, keep things on the up and up and give your customers something of value.

Many people will buy a product JUST for the feeling they get knowing it is there and they MAY someday use it...

... if they desire to.

Coming up in the next chapter we'll look at what really makes us buy.

The Real Reasons Why We Buy

We as human beings are very EMOTIONAL creatures... we might think we're logical...

... but trust me, Mr. Spock we are not.

All buying decisions are based on how that product or service makes the customer feel.

This is why good copywriting is EMOTIONAL copy!

Your copy should be SOAKED in emotions in order to be successful.

The most powerful emotional triggers that need to be pulled in order to get the sale are:

- * Greed
- * Flattery
- * Fear
- * Anger
- * Guilt
- * Salvation
- * Pride and Danger
- * The Desire for Gain ...

... with the overwhelming most persuasive emotion being

FEAR!

"Fear. Everything is based on Fear."

Quote by Mel Brooks

Why Is Fear Such A Powerful Emotion?

If you want to guarantee the highest rate of sales conversion, then you can never go wrong selling from the perspective of FEAR.

While traditionally, most experts give the advice when crafting the headline of a sales promotion is to always begin with the BIG benefit your product or service provides to your prospect...

... I believe it is more effective to lead with a **FEAR headline**.

You can create the foundation of your FEAR headline by writing a "Fear Statement".

A "Fear Statement" is a short summary of the deepest, darkest fear your prospect has that your product or service will ultimately solve.

This fear statement should be featured in the headline and then hammered home throughout the body of your copy over and over again all the way through the close.

If you can catch your prospect's attention in the headline by saying something that hits them DEEP inside emotionally...

Then you have the best chance at pulling them into the body of your copy and keeping their attention the whole way through.

But only if you keep stoking the fires of that emotion until you introduce your product as the solution.

Fear is the ultimate villain that your product "the hero" can vanquish.

A great example of a classic headline that provokes both fear and its frequent ally curiosity at the same time is:

"What Never... EVER... to Eat on An Airplane!"

When this was written, meals were still commonly served on airplanes whenever you would fly.

If you were someone who flew frequently for work (as did most of the target audience, this ad was written for) than this headline would have made you react to it by needing to find out the answer... right away!

And anxiously hope for it to arrive soon. Preferably before your next flight.

Fear of Loss Is Far More Powerful Than the Desire for Gain!

When I first learned this "Rule" of marketing it really surprised me, but the more I thought about it, the more sense it made to me.

When we have something, and there is a threat of us losing it, we get VERY defensive and will do almost ANYTHING to keep whatever it is.

This is why a guy or gal might totally take their partner for granted but as soon as someone else shows interest in them...

...WHAM...

... they are ready to FIGHT, BEG and PLEAD to keep their once neglected love for becoming someone else's neglected love.

Using FEAR in your marketing and especially in your HEADLINES, the more success you are almost guaranteed to have!

Why?

Because FEAR motivates us to...

... TAKE ACTION!

This is why you always see politicians using fear tactics in their advertising to try and SCARE THE CRAP out of you from voting for anyone on the other side of the aisle. Because it WORKS!

In the next chapter we are going to look at what we do BEFORE we start writing our headlines.

The Crucial Steps to Take Before You Start Writing

Before you start writing your headline you need to first figure out the core message you are trying to get across to your ideal prospects.

This is why before you even think about starting to come up with headline ideas, you have to put an emphasis on research.

You need to know what your prospect is thinking, what's important to them and what they need to hear in order to for them to be interested enough in hearing your full message and then eventually in order to buy.

You also need to know what they DON'T want to hear.

In other words, you need to be extra careful to not say something which ends up turning your potential buyers away.

You must decide what you are going to emphasize in your copy...

... and what you need to AVOID saying which could cause you to lose the sale.

So, once again, before you start working on your advertisement or marketing piece you should carefully write out a two or three sentence statement that highlights your "Big Benefit" ...

... and what differentiates you from all competition.

This message should be part of your headline and then weaved throughout your copy over and over again right until the close.

It's All About the Customer

When you are preparing to write your headline remember to keep in mind that it REALLY is ALL about your customer...

... and NOT you or your product.

It helps to keep a mental image of your typical prospect in your mind and write directly to them, just like you would talk to them in real life. And say exactly what you would if you were selling your product to them face to face.

The degree of success you will have is tied directly to how much you really know your prospect.

The more you study them and get to know their most intimate...

... WANT...

... NEEDS...

... DESIRES...

... PROBLEMS...

... the easier it will be to put yourself in their shoes, to look at things from their perspective and have real empathy with them.

This will shine through your sales message stronger than anything else imaginable.

Always, look at EVERYTHING from your prospect's point of view.

Think to yourself...

“What would I have to hear in order to buy this product?”

Figure that out and then say EXACTLY what you would say to yourself if you were your customer.

Questions Are the Answer

To guarantee I get as close to hitting the target as possible when it comes to pushing the emotional “hot buttons” of my prospects, I have a series of questions I try to find an answer to before I ever start writing.

Here's just some of the questions I try to get an answer for before I ever start writing to determine exactly WHO you are writing to.

I HIGHLY recommend you make a similar list or adapt this one for your own marketing needs.

#1. What keeps your prospect awake at night? (Their biggest worry)

#2. What are they afraid of?

#3. Who are they angry with? (if anyone)

#4. What is their daily life like?

#5. What is your average prospect's age, sex, and ethnic background?

#6. What are they already buying?

#7. What are they sick of hearing about?

#8. Do they have their own special "insider" terms or language?

#9. What is their deepest (maybe secret) desire?

#10. Who else is selling to them successfully?

#11. Who else has tried selling to them and failed?

#12. What is the one thing you could say to them... which would stop them dead in their tracks on a crowded street and cause them to listen to every single word of your sales message?

The Power of Proof

There is nothing more effective in gaining the trust of your prospects than piling on the proof and doing so as early as you can in your copy.

To bulletproof the success of your ad, gather as many proof elements as you can during the research phase, so you can insert these proof points throughout your copy as much as possible, all in order to establish a feeling of trust with your prospect.

You want to include things like success stories, testimonials and any ways you can demonstrate your product in action.

Being able to demonstrate your product or service in action, doing exactly what is promised, is the HOLY GRAIL of persuasion.

Determine Your USP

USP stands for the Unique Selling Proposition. It's all about positioning yourself or your product or service in a way where you will stand out from all your competitors in the marketplace.

The USP answers the question "Why should I do business with you compared to your competition?"

Another way of saying it that a USP is a short statement which encapsulates the biggest differentiating benefit of doing business with you instead of your competitors.

To create the best USP for your business you need to put on your sales detective's hat and figure out why people buy products of services like which you are preparing to sell.

Then find ways where you can offer what they want **FASTER, EASIER** or for **LESS MONEY**, etc. etc. than any of your competitors.

When deciding on a USP remember it always need to be about what you sell does for your customer.

A tough but true rule to keep in mind is that your prospect doesn't care AT ALL about you or what you want or need but only about what you have will do for THEM.

Now, you might get SICK of me repeating this... BUT it's so important I'm going to keep on drilling it into your head.

Always remember that it doesn't matter how excited YOU are about your product. If it doesn't fulfill a burning WANT, NEED, DESIRE or solve an URGENT PROBLEM they already have...

... than you are not going to break through the deafening noise they already dealing with in their mind.

In the next section, before we dive into our main subject of writing headlines, we'll look at what I call "The Other Headlines".

THE “OTHER” HEADLINES

When I say the “OTHER” headlines I’m sure you’re wondering what I’m referring to.

The other headlines are the Sub-heads and Bullets which create what we call the “Double Readership Path”.

The double readership path refers to the idea that many of your prospects will quickly glance over your sales copy rather than reading every word.

In order to make sure you don’t lose any sales due to any of your readers missing the key points of your sales message, you need to make it easy for them grasp the big benefits of your product or service.

The best way to do this is to have a sub-head which is almost as powerful as your main headline placed every 200 to 300 words throughout your sales letter or sales page.

It should be bold and larger than your regular text. My preference is to have the main text 12 point and the sub-head to be 16 or 18 point, so it really stands out. Sometimes I will also make it a different color like red to contrast the black text of the body copy.

The Real Job of Sub-Heads

The real purpose of having sub-heads in your sales message is to communicate the benefits of your product or service to the many “skimmers” among us.

Yes, maybe even YOU are in the occasional skimmers club. Perhaps an ad catches your eye and you want to quickly check it out, but you don’t have the time to read a full sales page or watch a long Video Sales Letter.

So, what do you do?

Well, this is where the sub-heads come in. If done right the sub-heads should act like additional headlines which both focus your attention and

progressively unveil the story behind your product or service, as well as shout the big benefits of what you are selling.

The ultimate goal of the sub-heads is to move your prospect along through your sales message all the way to the close...

... or at least raise their interest enough to get them to go back to the beginning so they can read ALL of the details which were missed when they were "skimming".

This brings us to what is maybe the most important technical skill you can develop as a direct response copywriter.

That is the ability to write powerful, benefit-rich BULLETS.

A bullet is the single most effective tool you can use in constructing your killer sales message because IF it's written properly...

... it will light a burning curiosity in your prospect and an all-consuming itch which will ONLY be satisfied by giving in to buy what you are selling.

But that's not all. Bullets are often used as the foundation of writing headlines, pre-headlines, calls to action and can be used in the offer and post-script.

One good bullet is often enough to push someone off the fence and make them give in to buying.

How? By hitting the right emotional hot buttons which affect your prospect on a deep personal level ...

... and will keep them up at night until they find out if what you are promising your product or service will do ...

... will REALLY work for them.

When I write bullets, I start again with carefully analyzing the product or service I will be selling looking at every feature and then digging out as many benefits as I can.

I will usually go "old school" and take out a piece of paper and draw a vertical line right down the middle of the page.

On the left-hand side of the paper I will list all of the features of the product or service. (*Remember, a feature is the physical or tangible aspect of what you are selling while the benefit is what that feature DOES for your customer.*)

Then, on the right-hand side I will list each and every benefit I can think of.

Now, I'm not just talking about "Obvious" benefits but also what is called "Hidden" benefits.

What's the difference between OBVIOUS and HIDDEN benefits?

Well, an obvious benefit would be something like buying that new car will get you from point A to point B without having to worry about it breaking down for a long time as it's never been used, and it comes with a bumper to bumper warranty.

The hidden benefit is that feeling of pride you get from driving that shiny looking new car around town...

... the stares of envy you notice from your neighbors...

... maybe the thrill of feeling just a little more attractive to the opposite sex (which is most likely totally in your imagination, but still.)

You now want to take your list of obvious and hidden benefits and present them in tidy little statements of interest which provoke CURIOSITY and BURNING DESIRE in your prospects.

Here's a Few Examples of Bullets From a Few of My Direct Mail Sales Letters and Online Sales Pages:

- **How to use a breakthrough process to identify where your limiting beliefs are and where they came from** (*This will allow you to literally re-program your subconscious mind, so it will start working 24 hours a day to help you in achieving ANYTHING you decide to!*) ...
- **The easiest way to start off ANY speech with a BANG** (*You just might achieve SUPERHERO status from this one*).

- **The single most important factor in creating the desire to live life to its fullest** *(If you miss out on this then you may NEVER get out of a self-sabotaging mindset that keeps you from getting the most out of life) ...*
- **How to automatically avoid the “blunders” that many people make when trying to repair damaged relationships** *(This will be like pushing a re-set button in your sub-conscious mind that will rebuild the most important connections in your life) ...*
- **Why it doesn't matter what your background is... how many times you might have failed, how old you are or what kinds of “Advantages” you may not have been born with** *(You'll learn how to start over TODAY and still have EVERYTHING you desire) ...*
- **Secret techniques for using the tools that are already hidden inside of you to SKYROCKET your levels of success** *(We'll show you what they are and how to maximize what they can for you in all aspects of your life) ...*
- **How to manipulate your brain's thought process to your advantage** *(You'll quickly gain the ability to identify, deal with and eliminate the negative “Self-Talk” that ALL of us are plagued with).*
- **What the WISEST, RICHEST and MOST SUCCESSFUL men and women know about “Connecting” with others that separates them from most people in the world** *(This alone will change your life IF you model it for yourself) ...*
- **Key strategies for finding peace no matter how bad the storms of life are** *(You'll be able to relax in the warmth of unconditional acceptance even during the toughest trials) ...*
- **The most effective “Natural Way” to eliminate acne forever** *(You won't believe how simple this is and that the solution has been literally “right under your nose” all along).*

- **The secret to eliminating acne WITHOUT drying out your skin** *(Hint: It's got nothing to do with lemon juice or any other wives' tale).*
- **The sweet treat you can eat all you want that'll help your skin look better the MORE you eat it!** *(You're gonna LOVE this).*
- **5 foods you should NEVER eat if you want to keep your complexion clean and beautiful** *(I GUARANTEE you'll be shocked at how bad these seemingly "healthy" foods are for your skin).*
- **How to quickly remove acne scars while you are sleeping** *(No one will ever know you had skin trouble after this almost "Too Easy" remedy).*
- **7 affordable foundations and powders you can buy for a few dollars at your local Walmart** *(These get even BETTER results than those expensive celebrity endorsed products you see on TV).*
- **What Dermatologists give to their kids to prevent them from EVER having an Acne breakout** *(You're not going to believe how simple this is).*
- **Why everything you thought you knew about preventing acne is DEAD wrong** *(This one breakthrough will save you HUNDREDS...if not THOUSANDS of dollars).*
- **An easy step by step process of writing your wedding speech that's so simple a child could do it** *(It's like a paint by numbers system for writing... if you can follow simple instructions, you'll have your speech written in less time than heating a frozen microwave dinner).*
- **How to avoid the most common mistake people make when giving a wedding speech** *(It's such a small thing you'll never think of it on your own, but it will KILL your chances for giving a successful speech).*

- **A surefire way of adding humor to your presentation that will instantly “warm up” the listeners** *(And do it in a way that guarantees to not offend anyone...not even grandma or the minister).*
- **A simple little tip that automatically eliminates pre-speech jitters** *(You'll be the picture of confidence and you won't have to rely on having a couple of drinks to chill out which could only ruin things).*
- **The 7 most effective emotional “Power Words” to liberally sprinkle throughout your talk** *(This will have everyone - even that super critical uncle - eating out of your hands!)*
- **A Huge Blunder Made in Preparing to Give a Wedding Speech You Need to Avoid at ALL Costs** *(Just this one tip could save you YEARS of embarrassment!)*
- **How to Write Headlines That Speak Directly to the Emotional Wants, Needs, Desires and Problems of Your Prospects...** *(You'll Never Have to Worry Again About Whether You "Missed the Mark" With Your Target Audience!)*
- **The Secret to Grabbing the Attention of ONLY Your Perfect Potential Customers...** *(While Deflecting Away Any Time Wasters Who Would NEVER Buy from You Anyways!)*
- **A Can't Miss Headline Writing Short-Cut That Perfectly Sets Up the Sale... EVEN If the Rest of Your Sales Message is Weak** *(This Will Get Your Prospect Worked Up into a Frenzy, Practically Begging You to Take Their Money!)*
- **The Five Steps You Can Count On To GUARANTEE You're Creating the Most Powerful Headline Possible...** *(A Quick Look at These 5 Steps Will Supercharge Every Ad or Marketing Piece You Ever Write Again!)*

Your Essential Step-by-Step Headline Writing Cheat Sheet

Use this cheat sheet and the step-by-step details which follow as a quick reference guide whenever you need to write a headline for any of your advertising or marketing needs.

5 Simple Steps to Writing a Powerful Headline at a Glance

- 1. Decide on the Big Promise**
- 2. Determine the Biggest Benefit**
- 3. Develop the Big Idea**
- 4. Brainstorm**
- 5. Test, Test, Test!**

(Continued on Next Page)

Your Step-by-Step Headline Writing System

Step 1. Decide on the Big Promise

The crucial starting point when you start crafting a powerful headline is to decide on what the "Big Promise" is you are going to have to make to your target audience in order for them to buy from you.

This "Big Promise" needs to address something meaningful your product or service is going to fulfill for them.

It might seem backwards to look at the promise before the product but to be truly successful you ALWAYS want to start with your market and what you need to say to them and what your product or service must fulfill.

For that reason, before you brainstorm headline ideas, it's vital to the success of your sales promotion to figure out the most important...

... WANTS...

... NEEDS...

... or DESIRES your prospect has...

... or ESPECIALLY the biggest PROBLEMS they need to have solved.

When deciding on the Big Promise, really dig deep into who you are targeting, what their life is like and what is the most important thing to them.

I find a helpful way of deciding on the "Big Promise" is creating what we call an "Avatar" which is a three-dimensional character we create of our prospect.

It's important because it includes the various attributes of our target prospect...

... so, we can write to them directly as we would a friend, family member or anyone we know on an intimate level.

Think of someone you know well. It could be a friend, spouse, maybe a parent or your child.

Now, think about something you know they care about. Maybe, a problem they are going through or a desire they have for something.

If you were writing a sales letter to them, now knowing what they most care about, you should have an easy time coming up with a theme to write your sales message around you know would fully engage them.

This would be your "Big Promise".

Once, you have done your research into who your prospect is and have a 3D image of them in your mind...

... you should be able to come up with a "Big Promise" which resonates with your prospects just as easily as you did for your close family member or friends.

**** Pro Copywriting Tip ****

Always remember the primary benefit everyone wants is a...

...**TRANSFORMATION.**

Most people are never satisfied.

What they want more than anything is to go from where they are now to a happier and more fulfilling place.

If you can show your prospect, first IN YOUR HEADLINE and then followed up in the body of your copy...

... how your product or service will create a real transformation for them ...

... you will have a much easier time in getting them to make a positive buying decision.

Step 2. Determine the Biggest Benefit

Copywriting can really be summed up in four main steps...

- 1. Get to know your prospects and find out what they want...**
- 2. Figure out how your product helps them get what they want...**
- 3. Clearly explain how the product fulfills what they want...**
- 4. Tell them how to get what they want... (Ask for the sale!)**

The process of explaining in a persuasive way, how the product or service is going to fulfill their needs starts in the Headline.

That brings us back to our step by step process for creating a headline which is powerful enough to carry the weight of most of our sales message.

Now, in Step 1 you decided on a BIG PROMISE which you will make to your prospect.

Moving on to Step 2, you will put on your detective's hat and begin to analyze your product or service.

You are looking for all the benefits your prospect will gain from buying what you are trying to sell.

How do you figure out what the benefits are?

The easiest way to discover all of the benefits of a product or service is to make a detailed list.

What I suggest is to take a piece of note paper and write a straight line down the middle of a page.

On one side you will list the features of your product or service. Then on the other side, you will write down as many benefits as you can for each feature.

Do you fully understand the difference between features and benefits?

If not, it's okay. It sometimes takes a long time for even professional copywriters to fully grasp this concept.

So, the best definition I can give to you is...

A feature is a physical aspect of what you are selling. Then a benefit is what the feature does for the buyer.

For example, your Universal remote control is a handheld, wireless device with buttons to control your channels and the volume of your TV and other home electronics.

Those are the features.

A benefit would be that you can easily change your channels and volume without ever leaving the comfort of your easy chair.

Another benefit could be having just one device which controls multiple machines. It's reducing the clutter and confusion of having several remote controls sitting around.

Okay, back to our list.

Again, you are now going to go carefully analyze your product or service and write down every feature you can think of on one side of the page.

Furthermore, on the other side write down as many benefits you can think of for every feature. It's okay to have several benefits for a feature or even just one.

Now, take another piece of paper and rank what benefits you feel will be most important to your prospect.

Have you decided on one BIG BENEFIT which will mean the most to your prospects?

If so, then it's time to move on to Step 3.

Step 3. Develop the Big Idea

Above all else, developing the "BIG IDEA" is the most important part of the headline writing process.

Why? Because, the Big Idea is...

... the central theme...

... the overwhelmingly interesting, exciting and intriguing element...

... that your entire sales message or marketing promotion is built around.

To that point, the "Big Idea" should always include the "BIG PROMISE" you are making to your prospect that your product or service will do for them...

... (which we determined in our previous step) ...

... and may include what we call a "built in benefit" which makes the reader want to know more by peaking their curiosity.

You can start formulating your "Big Idea" by figuring out what the core, singular concept of what your prospect most wants your product or service to ultimately do for them.

Example: For a weight-loss product, a good central theme which could also be the start of a great headline could be...

"It's NOT Your Fault You're Overweight!"

But, for now, let's answer the question of...

How Do We Start Constructing the Big Idea?

To get started, you need to go back to the basics and gather all your raw research materials including:

- Past and Present Sales Materials
- The Actual Product
- Interview with the creator of the product or service etc.,

The result of doing an A plus job with your research is that you will have an easier time deciding on a "Big Idea".

In other words, it should be strong enough to carry the weight of your sales message from lead to close.

Therefore, your Big Idea should be the element that makes your promotion different from your competition and...

... gives your product a UNIQUE, competitive edge in the marketplace.

Now, here's a great "Classic" example of a Big Idea that was remarkably successful as a headline (written by the legendary Gary Halbert):

"The Amazing Secret of a Marketing Genius Who Is Afraid to Fly"

When you read this your natural reaction is to read on to find out what the story behind this headline is.

Now, I feel the best way to guarantee you come up with the best possible "Big Idea" to base your headline on is to combine what we learned in steps one and two.

Remember, in Step 1 we decided on the "Big Promise" we need to make to our prospect to gain their attention.

Then, in Step 2 we determined the "Biggest Benefit" our product or service can provide to our potential buyer to get the sale and hopefully a customer for life.

Now, we...

**Combine our "Big Promise" and the
"Biggest Benefit" to create a single STRONG
and UNIQUE message which can be easily
understood by anyone who reads it.**

So, we could just take the "Big Idea" we have decided on and haphazardly use as the Headline...

... and many LAZY copywriters and marketers might do that...

... and truth be told, you probably could get by stopping right there...

... but WE ARE NOT lazy copywriters and marketers.

We want to make sure we are maximizing the effectiveness of ALL of our advertising!

So, in the next step we're going to really dig in deep and do A LOT of writing as we brainstorm the best possible headlines for us to test in the last step.

****** Pro Copywriting Tip ******

The Big Idea of your sales promotion MUST be...

... interesting, compelling and curiosity provoking enough...

... to grab ahold of your prospect through the tool of the headline and lead...

... and compel them to read your FULL message.

Your "Big Idea" can be your personal story or the story behind your product or service... or it can be your company's Mission Statement that defines who you are as an entity and why you are in business.

Your "Big Idea" could also be an outrageous offer or off the wall gimmick that somehow relates to your product and more importantly to your ideal prospects.

The Big Idea should be the one, single biggest thought or storyline which JUMPS out at you when you are doing your research.

Some copywriters call this the "HOOK" as it is a BIG, sometimes CRAZY or at least extremely thought-provoking idea which REELS you in to the copy.

Step 4. Its Brainstorming Time!

The brainstorming phase is about hammering out as many headlines as you possibly can and then narrowing down the best ones and then chiseling them to be as effective as you can make them.

When brainstorming, I like to sit back with a hot cup of coffee and just give myself permission to have some fun coming up with sometimes a hundred or more different headlines.

It's important for me to step away from my computer and write with a pen and paper in a no pressure state of mind.

It doesn't matter how outrageous the headlines I write are as no one ever has to see them.

So, I just pretend I'm a writer for Weekly World News or some other tabloid paper and write down as many crazy ideas as I can.

This is just the best way to get my mind flowing with ideas.

When it's time to get serious and I'm thinking about the perfect headline, I always keep in mind...

- **The Big Promise that needs to be made...**
- **The Biggest Benefit our product or service can offer to our prospect, and ...**
- **The Big Idea we have decided on as being the theme for our sales message.**

Finally, I like to do an exercise I learned from one of my mentors, Mr. Ted Nicholas.

This is about finding what he calls the "Hidden Benefit" which may have been overlooked and could hold the key to writing the most effective headline possible.

Here is it is: Before you start writing down your headline ideas, ask yourself:

“If I Had Unlimited, God-like Powers and Could Grant My Prospects the Biggest Possible Benefit They Could Ever Get from My Product or Service...

WHAT WOULD THAT BE?”

At this point, your mind should be swimming with excellent ideas.

A great way of making sure you are on the right track is to look at proven classic headlines and model as a starting point for your headlines.

How exactly would you do this? Just start playing around with different headline formulas and change the words around to reflect something which makes sense for what you are selling.

For example, you could take a classic headline like...

“Do You Make These Mistakes in English?”

... and change it to ...

“Are You Making These LETHAL Mistakes in Your Sales Copy?”

Can you see how I used the same basic psychology of the first headline for my headline?

They are different, as in, I didn't copy the first headline word for word, which was written almost 100 years ago to sell a home study course on proper grammar ...

... but I modeled it to raise the same curiosity and fear in my prospects for my copywriting services.

Now, see if you can do the same for whatever product or service you are selling with the following Headline formulas.

You can use the special bonus headline swipe file I've included later in this book to create as many of your own formulas as you could ever need.

Classic Headline Formula #1.

Give Me _____ and I'll _____

Example: "Give Me Five Minutes and I'll Show You the Secret to Making Big Money Online."

Classic Headline Formula #2.

Who Else Wants _____?

Example: "Who Else Wants to Discover the Secret to Losing Weight... WITHOUT Giving Up the Food You Love?"

Classic Headline Formula #3

How to _____

Example: "How to Win Friends and Influence People."

Classic Headline Formula #4

We're Looking for People Who Want To _____

Example: "We're Looking for People Who Want to Quit Their Day Job in 30 Days or Less."

Classic Headline Formula #5

Secrets of _____

Example: "Secrets of a Once Desperate Housewife Who Lost 40 Pounds Without Dieting"

Step #5. Test, Test, Test

Finally, it all comes down to this one, CRUCIAL step to guarantee the success of your advertising.

In my opinion, what makes direct response advertising superior to all other forms of marketing and advertising, is the commitment of continually testing, testing, testing... until you've gotten as close to perfection as is possible.

Until an ad or element of an ad has been PROVEN by being tested in the real world, then it is merely still in "process" rather than being completed.

I believe all headlines should be tested thoroughly before being rolled out in any large campaign where any serious amount of money is being risked.

This includes more than just testing different complete headlines against each other but also...

... it's important to try switching out single words in the headline and then testing almost the exact ads against each other.

It's been proven this one small change can make a HUGE difference in the pulling power of an ad!

How much is HUGE? How about a 40, 50 or 60% increase in response!

And here's the good news:

Right now, it's never been easier to test than it is right now.

In fact, most web sites have built in software or with WordPress sites you can buy plug-ins for very reasonable prices...

... which will automatically switch the headlines or other elements your visitors see...

... and then will store the results for you so you will know EXACTLY what is working best and how you can SCALE UP!

The Most Powerful Words To Maximize The Effectiveness Of Your Headlines

This list was created by combining the lists of "Headline Power Words" analyzed and touted by some of the greatest minds in the history of advertising including David Ogilvy, John Caples, and Ted Nicholas.

Among the reasons why they were chosen, was the frequency that they appeared in the headlines of VERY successful advertising over the course of over one hundred years.

Now, even if they seem somewhat redundant or even over-used, remember, your potential buyers are most likely not as in tune with marketing and in particular, direct response copywriting as you are.

They will not take notice of how often a word is used like you and I will.

So, here's the list of "Power Words" I recommend using as often as possible in your headlines:

- **Ultimate**
- **Breakthrough**
- **Innovative**
- **Announcing**
- **Discover**
- **New**
- **Now**
- **Amazing**
- **Yes**
- **This**
- **You**
- **Suddenly**
- **Sensational**
- **Revolutionary**
- **Remarkable**
- **Which**
- **Wanted**
- **Miracle**
- **Secret**
- **Imagine**
- **Powerful**
- **Magic**
- **Quick**
- **Easy**
- **Your**
- **Sale**
- **Warning**
- **Only**
- **How**
- **Introducing**

16 Proven Foolproof Ways To Start Any Headline

How you start off your headline can either make your headline work or kill it before it even had a chance to get started so keep this list of the most effective ways to start any headline handy.

You can never go wrong starting your headline in any of the following ways:

- **Announcing**
- **New**
- **Now**
- **At Last**
- **How To**
- **How**
- **Why**
- **Which**
- **Here's How**
- **Who Else**
- **Wanted**
- **This**
- **Advice To**
- **Finally**
- **Discover**
- **Introducing**
- **Breakthrough**
- **Here's Why**
- **Are You**
- **Warning**
- **The Case Against** (or The Case For)
- **The Secret Way** (or Secret Of)
- **17 Ways To** (any number will work)

Your Ultimate Headline Inspiration Swipe File

A Collection of Classic Headlines Written by Some of Advertising's Biggest Legends (As Well As Several of My Own).

You can model the structure of these and refer to them for inspiration but PLEASE don't copy them word for word.

The best idea is to take the basic structure and adapt the key words and rhythm in your own unique way.

- **A Wonderful Two Year's Trip at Full Pay – But Only Men with Imagination Can Take It!**
- **\$80,000 In Prizes! Help Us Find the Name for These New Kitchens!**
- **Advice to Wives Whose Husbands Don't Save Money – by a Wife**
- **A Surprisingly Simple Way to Get "Out of the Rat Race"**
- **161 New Ways to a Man's Heart – in This Fascinating Book for Cooks!**
- **Make Extra Cash Writing Advertising Book Match Covers**
- **We Need People Just Like YOU To Write Greeting Cards!**

- **Make Anyone Do Anything You Mentally Command – With Your Mind Alone!**
- **Looking For A Growing Business With A Great Track Record?**
- **Let Me Make You At Least \$300 An Hour**
- **New York Lawyer Reveals The Insider Way To Get Even**
- **No More Back Breaking Garden Chores For Me – Yet Ours Is Now The Show Place Of The Neighborhood**
- **“No Time For Yale – Took College At Home” says Well Known Author**
- **If You Read Nothing Else – READ THIS!**
- **Imagine Me... Holding An Audience Spellbound For 30 Minutes!**
- **Is Making A Living Keeping You From Earning Real Money?**
- **Is The Life Of A Child Worth \$1 To You?**
- **Lawyer Reveals Legal Loopholes That Make You Money**
- **We're Looking For People Who Want To Make Money With Their Own Business!**
- **They Laughed When I Said I Was Going To Start My Own Business**

- **The Ugly Truth About Your New Car**
- **The Secret of Perfect Putting**
- **Why Some People Almost Always Make Money In The Stock Market**
- **World Poker Champ Sells Secrets For \$9.95**
- **Would You Like To Have A Photographic Memory?**
- **You Can Laugh At Money Worries If You Follow This Simple Plan**
- **You Don't Have To Die To Collect On Your Insurance Policy!**
- **How Would You Like To Have A Photographic Memory?**
- **Often A Bridesmaid. Never A Bride.**
- **Ohio Man Discovers The Secret Of How To Escape The American Rat Race!**
- **Open Your Mind, Read This Book and Your Life Will Change – It Can All Be Yours!**
- **Own A Business Of Your Choice Without Investing 1 Cent**
- **Pick The Brains Of A Millionaire For Only \$10**
- **Profits That Lie Hidden In Your Farm**

- **Read It Tonight And Start Tomorrow**
- **You Are Twice As Smart As You Think!** *(And these 7 simple actions will prove it to you in a single weekend...by DOUBLING your power to learn!)*
- **LIES, LIES, LIES ... We Investors Are Fed Up with Everyone Lying to Us and Wasting Our Money ... But Getting Rich is the BEST Revenge**
- **Pierced By 30 Nails... Retains FULL Air Pressure!**
- **He Became TWICE The Man At HALF The Weight!**
- **37-Year-Old Single Mom Loses 67 Pounds & 12.6 Inches Off Her Waist in Only 9 Weeks WITHOUT Diet, Exercise or Surgery...** *(Finally, Her Weight-Loss Secret Is Revealed!)*
- **NEW- Scientifically Developed Fat-Burning Breakthrough Rocks the Medical World!** *(39-Year-Old Mother of Two Loses 88 Pounds in ONLY 12 WEEKS Using A Clinically Proven Weight-Loss Supplement That Is STUNNING Doctors and Health Experts!)*
- **Finally! Here's How To "Crack the Code" On Knowing EXACTLY When To Say GOODBYE to Your Current Windows!**
- **Here's the Straight Facts About Hot Flashes** *(And How You Can FINALLY Get the Relief You Deserve!)*

- **WARNING: Taking This All-Natural Health Supplement Will Not Only Ignite Her Passion for Being with You Physically, OVER and OVER AGAIN, But May Make Her Fall DESPERATELY in Love with You!** *(Only Enjoy with A Woman You WANT to Be Completely OBSESSED with Pleasing You!)*
- **Who Else Is Ready for MORE Sales, BIGGER Profits and A FLOOD of New Paying Customers Rushing into Your Business Almost Overnight? Well... GET READY!!!** *(That's What's Coming Your Way as You Unleash the Unbeatable Power of Your New Lead Generation Secret Weapon!)*
- **New Weight-Loss Method Saves Desperate Divorcee from High School Reunion Nightmare...** *(Here's How She Lost 88 Pounds in Only 12 Weeks WITHOUT Diet or Exercise!!!)*
- **67-Year-Old Grandmother Discovers the Simple Secret to Looking YEARS Younger in DAYS... WITHOUT Surgery...** *(And Now She's Going to Share the Secret with You!)*
- **Amazing Breakthrough in Interactive Martial Arts Training Software Instantly Increases Your Student's... MOTIVATION, EXCITEMENT and DESIRE to Learn...** *(While Magnetically Attracting A Flood of New Business as You Build Your Reputation as A Leader in Your Field... Creating A CLEAR, UNIQUE & EXCITING Difference Between You and Your Competitors!)*
- **Have You Ever Seen A Grown Man Cry?**
- **Guaranteed To Go Thru Ice, Mud or Snow -Or We Pay The Tow!**

- **Get Paid For Reading Books! \$100 Per Book!**
- **Financial Columnist Makes Unique Discovery**
- **For The Woman Who Looks Older Than She Is**
- **Free Book Tells You 12 Secrets of Better Lawn Care**
- **Fountain Of Youth Discovered By Little Known Civilization Over 2300 Years Ago**
- **Free Kit Tells How To Get Better Photographs**
- **Full Time Minister Finds Part Time Goldmine**
- **Get Out Of Debt In 90 Minutes Without Borrowing**
- **Generous Creative Businessman Wants To Find A Hot Sexy Woman With A Good Sense Of Humor!**
- **Hands That Look Lovelier In 24 Hours – Or Your Money Back**
- **Have You Got These Symptoms Of Nerve Exhaustion?**
- **Why A Hard-Nosed Millionaire Will Pay You \$4.50 Just To Read A Magazine**
- **Who Else Wants To Make Big Money In Electronics?**
- **Which Of These 5 Skin Troubles Would You Like to End?**
- **Where The Money Is And How to Get It**

- **When Doctor's Feel Rotten, This Is What They Do**
- **What Everybody Ought To know About This Stock And Bond Business**
- **Here Is A Way To Make Money That Has Never Yet Failed**
- **You'll Just Love The Way This Diet Pill Works!**
- **Thousands Have This Priceless Gift – But NEVER Discover It**
- **To Men Who Want to Quit Work Someday**
- **Wave This Magic Wand And Make Money For Yourself**
- **Using A Lawyer May Be Dangerous To Your Wealth!**
- **To People Who Want To Write – But Can't Get Started**
- **You'll Just LOVE The Way This Diet Pill Works!**
- **The Last Two Hours Are The Longest... And Those Are The Hours You Save**
- **The Lazy Man's Way To Riches**
- **The Machine That Peels Off Pounds While You Sit Back And Enjoy It!**
- **The People Who Read This Book Will End Up With Your Money**

- **The Quickest Way I Know To Make A Million Dollars**
- **The Secret Of Teaching Yourself Music**
- **The Secret Of Being Wealthy**
- **At Last! Someone Has Unlocked The Secret Of Getting People to Fall In Love With You!**
- **California Lawyer Discovers How To Make Money At Home With The Help Of The U.S. Government**
- **Man Who Limped With Foot Pain – Now Runs 2 Miles Every Day!**
- **Movie Actor Reveals New Weight Loss Breakthrough**
- **New Diet Burns Off More Fat Than If You Ran 98 Miles A Week**
- **New Shampoo Leaves Your Hair Smoother, Easier To Manage**
- **New Energy Pill Tested By U.S. Marines With Amazing Results**
- **My Feet Were Killing Me... Until I Discovered The Miracle of Hamburg**
- **Earn \$4000 Per Month From Home With Only Your Computer**
- **An Amazing New Business You Can Carry In Your Pocket**
- **Are You Ready To Use Self-Hypnotism To Make Life Give You What You Want?**

- **Are You Ever Tongue-Tied At A Party?**
- **Announcing... The New Edition Of The Encyclopedia That Makes It Fun To Learn New Things**
- **Amazing New Titanic Commemorative Is Mint Perfect And Even Better Than A Silver Dollar**
- **Famed Physician Proves That Sitting In A Pyramid Causes Unexplainable Good Things To Happen**
- **Earn \$90,000 A Year Repairing Cracked Windshields**
- **Ex-Truck Driver Gets \$21,108 A Month Doing What You Aren't**
- **Are You An Over Educated Under Achiever?**
- **The Chinese Secrets Of Weight Control**
- **The Happiest Millionaire Around Teaches Others His Secrets**
- **Right and Wrong Farming Methods... And Little Pointers That Will Increase Your Profits**
- **Save Enough On Your First Cruise To Take Your Wife For FREE**
- **Rags To Riches! Electronic Invention Turns House Wiring Into Giant Pest Eliminator**
- **Some Straight Talk About Vitamins And Your Sex Life**

- **Stop Dreaming And Start Making Money**
- **Speak Spanish Like A Diplomat**
- **Scientists Discover Mystery Chemical That Seems to Drive Women Wild**
- **This Christmas, Let Your Present Be Your Future**
- **The 10 Quickest Ways To Get More Customers**
- **The Amazing "Magic Mud" Used By A Top TV Doctor Who Doesn't Believe In Plastic Surgery**
- **The Amazing Secrets Of The Hottest Investment Of The Last Five Years**
- **The Amazing Diet Secret Of A Desperate Housewife**
- **How A New Discovery Made A Plain Girl Beautiful**
- **How To Start A Creative New "Money Hobby" That Might Double Your Present Income**
- **How The Little Guy Can Make Big Money Today**
- **How To Burn Off Body Fat, Hour-by-Hour**
- **How To Collect From Social Security At Any Age**
- **If You Can Lick A Stamp You Can Lick Your Weight Problem**
- **If You Know How To Sell, You Owe Yourself A Promotion**

Conclusion

Writing great headlines should always be the main focus of any copywriting project, right after doing your market and product research.

If there is one area you should put the majority of your hard work into, it is making sure your headline does its one and only REAL job.

What is that job? It's the job of effectively stopping your prospect cold in their tracks with news of a big promise or benefits which will fulfill something of great personal interest to them.

It should always be **SHARP, CLEAR and TO THE POINT.**

As well as being full of relevant emotion as you only have a second or two in order to grab the FULL attention of your prospect, by appealing to their self-interest.

If your headline doesn't accomplish that, then you risk losing them for good.



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About Robert Sean Pascoe



Direct Response Copywriter – Robert Sean Pascoe

Robert is a copywriter that specializes in direct response sales copy. Which is another way of saying - "Writing that Sells".

With 16 years of copywriting experience and a lifetime in sales, Robert knows how to use the power of words to sell virtually anything to anyone, especially if the market has been properly defined.

The Author of the soon-to-be-released "Seven Figure Copywriting Secrets Revealed", Robert is also launching an online school for entrepreneurs who wish to learn how to write sales copy for their own business as well as aspiring freelance copywriters.

Robert enjoys working with entrepreneurs worldwide to sell more of their products and services through the power of direct response advertising.

He has written sales copy for companies in such diverse niches as Weight Loss Supplements, Skin Care, Male Enhancement, Local Marketing Agencies,

Live Event Seminars, Software Developers, Insurance Agencies, Real Estate Brokerages, Marketing Consultants and many, many more.

A Bit On The Personal Side...

Robert lives in Tampa, Florida with his beautiful wife Jessica.

Married for almost seven years they enjoy a fun and adventurous life.

Oh, and they are "pet parents" to two VERY spoiled kitty cats named Hitch and Ace.

When not busy working, Jessica and Robert love traveling and trying out new restaurants.



Robert and Jessica Pascoe

Robert and Jessica both love music. Attending live concerts is one of their favorite hobbies.

Robert also plays guitar and bass with Jessica being a very talented percussionist.

Being a HUGE fan of the rock band KISS, Robert collects anything to do with the band including many autographed items.



Robert and Jessica with Ace Frehley of KISS



Robert with his copies of the KISSTORY Books autographed by all four original members of KISS

Robert also leads something of a "Double Life". He is Internationally known in the professional wrestling world as "Superstar" Sean Davis.



Robert (on the right) with his tag team partner Phil as The Heartbreak Express

For 17 years, in addition to his entrepreneurial and copywriting endeavors, Robert wrestled all over the world including in England, Austria, Japan, The Dominican Republic, Puerto Rico, The Republic of Panama and most of the United States as part of a tag team called "The Heartbreak Express".

Now, semi-retired, Robert still makes occasional appearances on wrestling events mostly in his home state of Florida.

How Robert Can Help You Today

If you are looking for someone to help you achieve the SUCCESS and FREEDOM you desire in your business, then keep reading for full details of a very special offer...

A Special Offer For New Clients

"Here's How To Rapidly...

**SUPERCARGE Your Sales... SKYROCKET
Your Profits... and Drive A FLOOD of New
Paying Customers Into Your Business...**

Almost Overnight!"

**Are You Ready For A BETTER, BIGGER and MORE
Profitable Business...**

Filled With New PAYING Customers...

**WITHOUT Working Longer, Harder and More
Stressful Hours?**

**If The Answer Is "YES", Then Keep Reading and I'll
Show You What My High-Impact Direct Response
Copywriting Can Do For YOU!!!**

Dear Fellow Entrepreneur:

I have a REALLY important question for you.

Is your business bringing in the revenue you need to be able to live the kind of life you want... and deserve?

Because if not, it most likely has NOTHING to do with the quality of your product or service...

... and EVERYTHING to do with three crucial factors I can help you with right away.

What are these three factors that are so vital to the success of your business?

Above all, in order to maximize your sales and profits, you MUST...

1. Target the right prospect...
2. Create the right offer for that prospect...
3. Deliver the right sales message to that prospect.

If you are missing any of those three success ingredients, then your business is going to soon either be on life-support or worse.

On the other hand...

**With the Right Message, Featuring the Right Offer,
Delivered to the Right Audience...**

The Money Will NEVER Stop POURING Into Your Pocket!

With this in mind, I think you'll agree that getting those three important steps right is pretty darn important.

So, what do you need to do in order to make sure you don't miss the mark with ANY of these three vital parts to your business success?

Well, that's where I come in.

My name is Robert Sean Pascoe and I'm a Direct Response Copywriter who specializes in working with entrepreneurs just like you who need to supercharge their selling power...

WITHOUT taking unnecessary risks...

WITHOUT adding to their stress... and ...

WITHOUT increasing their workload!

My job is to learn everything I can about you, your product and your target market...

...then take what I know about tested and proven salesmanship to create a...

**Killer Sales Message That Grabs Your Prospect's Complete
Attention and...**

Creates A Burning Desire Which Will Only Be Fulfilled By Giving In To Buy What You Are Selling!

As an experienced direct response copywriter, I know what to write to get you the sales AND revenue you need.

Why am I so confident?

Because after years of struggling in many different businesses I discovered the secret to success in business has...

... Zero to do with LUCK...

... Zilch to do with having a SUPERIOR product or service...

... and EVERYTHING to do with the time-tested and proven methods of world-class salesmanship.

If You Take Those World-Class Salesmanship Skills and Multiply Them With The Power of Direct Response Advertising...

... there is NOTHING you can't accomplish...

... no goal out of reach ...

... and there will always be an unlimited amount of wealth and success at your fingertips!

Now, I think you are beginning to see what the secret to my success as a direct response copywriter is.

Literally, every sales message I write is...

An Army Of Master Salespersons Going Out Into The World...

Telling the Full Benefits of Your Product or Service To Your Potential Customers...

TO GET THE SALE!

This is what sets me apart from most other copywriters.

My ability to SELL.

In fact, I don't claim to be a great "writer".

Nope. If I have a God-given talent, it's being able to INFLUENCE and PERSUADE with my writing.

And that's what truly GREAT copywriting is all about.

Great Copywriting IS Copywriting That Sells!

So, let ME do the selling for YOU!

I'm ready to write a powerful sales message for your business, filled with the proven psychology of:

- **Emotional...**
- **Hot button pushing...**
- **Benefit-centric buying triggers ...**

... that have made BILLIONS of dollars in sales and EMPIRE BUILDING fortunes for the smart business owners who have utilized it.

HERE'S YOUR SPECIAL OFFER

**For A VERY Limited Time I Am Waiving My Normal \$197.00
Per Hour Consultation Fee For New Clients Only!**

**If You Have A Product or Service and Need Help Marketing
It, Then I Want You To Email Me At...**

rsp@worldclasscopywriting.com

**To Schedule A 100% FREE Copywriting Consultation Where
We Will Discuss The Unique Needs Of Your Business and
How I Can Help You Make...**

**MORE Sales and BIGGER Profits Through The Power of My
Direct Response Copywriting!**