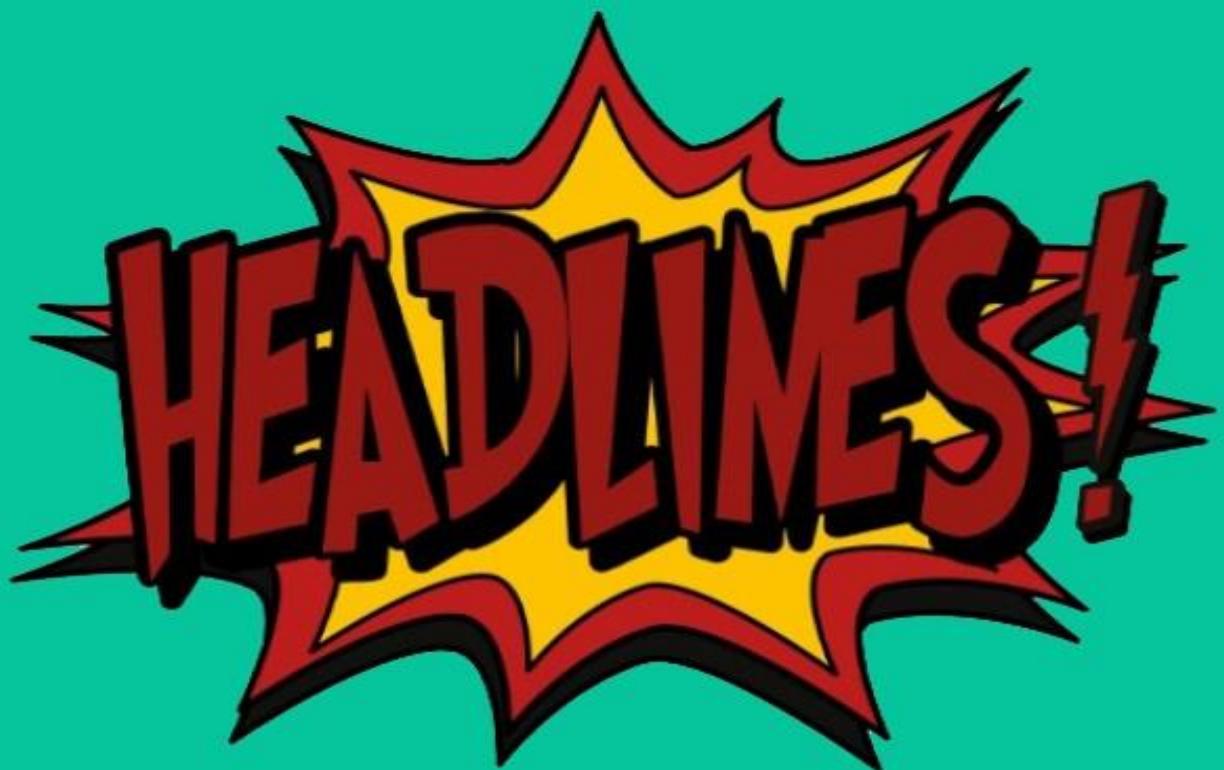


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SEVEN FIGURE Headline Writing Secrets Revealed

**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

SEVEN FIGURE HEADLINE WRITING SECRETS REVEALED

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

By ROBERT SEAN PASCOE

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Welcome To The Club!!!

Dear Friend,

I want to start by saying “Thank You” for trusting me enough to give me two things of EXTREME value in exchange for this E-book – your contact information and your time.

My promise is that I will NEVER abuse this trust and I will always do my best to provide VALUE to you not just through this E-book...

But also in any emails I send to you in the future, as well as anything I ever suggest you invest in – whether of my own or of others as an affiliate.

Now, the reason I wrote this E-book was to introduce you to me and my business by providing something I could have easily SOLD for a premium.

Why wouldn't I just sell it? This is my way of building what will hopefully be a long-term relationship with you.

One which could lead to you becoming a client of my freelance copywriting services or as a buyer of one of my upcoming books or courses.

Consider this the very first of many lessons I hope you will find valuable from me as it should be a CRITICAL part of marketing your business.

If you always make giving REAL VALUE to your potential customers or clients up front before asking them to buy anything, you are demonstrating two important things:

1. Your knowledge in a particular area of mutual interest
2. Your commitment to them and their future success

Now, please jump into this info and start kicking butt with it RIGHT AWAY.

Your friend,

Robert Sean Pascoe

<https://worldclasscopywriting.com>

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 6 years of freelance 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.

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, Christian Education and Publishing, Skin Care, Male Enhancement, Local Marketing Agencies, Live Event Seminars, Software Developers, Insurance Agencies, Real Estate Brokerages, Marketing Consultants, Martial Arts Training and many, many more.

A Bit On The Personal Side...

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

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 both love music. Attending live concerts is one of their favorite hobbies – especially hard rock and “hair metal”.



Introduction

Your headline is THE most important part of your sales letter, advertisement, article, blog, or social media post.

Why? Because it has the critical job of grabbing your prospect's attention in order to lead them into reading the body of your copy.

If you don't have a powerful headline that gets the attention of your target audience, then it doesn't matter how good your offer is or how compelling your product benefits are, you will NOT get the sale.

In this short but powerful book you'll discover...

- **How to Write Headlines That Speak Directly to the Emotional Wants, Needs and Desires of Your Prospects**
- **The Secret to Grabbing the Attention of ONLY Your Perfect Potential Customers**
- **A Can't Miss Headline Writing Short-Cut That Perfectly Sets Up the Sale... EVEN If the Rest of Your Sales Message is Weak**
- **Eight Different Ways To Write Headlines That Are PROVEN To Deliver Maximum Results**

PLUS much more including three powerful bonuses to help you get started in writing ANY headline for your advertising or marketing needs.

My hope is that you'll read this E-book multiple times and come to use it as one of your go to resources for increasing your success.

This is also my goal for ALL of my books and programs which deal with productivity, building business skills and developing a winning mindset that will help you attain amazing levels of success in every aspect of your life.

Let's get started now with Seven Figure Headline Writing Secrets Revealed.

The Critical Steps to Take Before You Start Writing Your Headline

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 experience is directly tied to how much you really know your prospect.

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

- WANTS
- 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 for me to want 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.

The Fundamentals Of Writing A Powerful Headline

Let's now go over the fundamentals of writing a powerful headline.

To start with your headlines should be specific.

Not JUST specific but ULTRA-SPECIFIC!

What do I mean by that? Let's imagine you are selling a system for making more money in the stock market.

If you are quoting an amount of money that your average customer has made using this system you are selling don't just say...

"Our Average Customer Made 20k In Their First Six Months Alone of Using Our Amazing System".

It just isn't specific enough which lends itself to creating doubt about whether this claim is legitimate.

Instead, actually, go to your accountant and find out what the real average amount of profit is that your customers have (at least hopefully have) made and use that EXACT amount to the penny.

So, your new headline would read like this ...

"Our Average Customer Made \$20,126.07 In Their First Six Months Alone of Using Our Amazing System".

Do you see how much more believable that is?

It doesn't sound like it is a number just pulled out of a hat at random, although in reality it very well could have been and was by us just now.

Being specific gives a level of credibility and built-in proof that your reader or listener needs to be open to your offer.

Dan Kennedy's Great Classified Ad Headline Test

If you want to gauge the potential pulling power of your headline you can use the “great headline test”, which was created by Dan Kennedy, to judge whether or not your headline is strong enough for your advertisement.

Take your headline alone, add a call to action to the end of it....

... and then ask yourself:

“If I ran this headline alone with nothing else but a call to action as a classified ad, would anyone respond to it?”

If the answer is NO, well, I’d use that as a rather good sign that you’ve got more work to do.

If the answer is YES, you might want to come up with one or two more which fit the same criteria and then test them against each other until you have a clear winner.

So, What Else Makes A Really Great Headline?

A great headline should grab your prospect by the eyeballs and pull them into the body of your sales message.

When you are writing a headline aim for OUTRAGEOUS and COMPELLING.

You want it to be harder to NOT read your full sales message than to read it due to your headline being:

... so magnetic...

... curiosity provoking...

... that if you TRY to skip reading it, it’s going to...

... bug, bug, bug you like an itch you’re trying NOT to scratch...

... until you finally give in and aaaaahhhhhh... SWEET RELIEF.

A Great Headline Usually Also Includes All or Some of the Following:

1. News

Everyone loves news and they love to be the first to hear about or use something. Especially if it is a cutting edge or revolutionary product or service.

Why? In many cases, so they can brag to their friends and family about how hip they are.

Yes, that might sound ridiculously superficial, BUT we are talking about basic human nature and this is a REAL factor.

There's something else that's just simply compelling about something being new and if the NEWS is about something NEW, then you've got a pretty powerful formula for grabbing your prospect's elusive attention.

2. Curiosity

If you want to maximize your sales never underestimate the earth-shaking power of curiosity.

If you pique someone's interest hard enough there is almost NOTHING they won't do to satisfy the urge to know what is being kept from them.

Curiosity compels people to ACT, and it will literally drive someone CRAZY until that curiosity has been satisfied!

So, use the power of BURNING curiosity to suck your prospect in and then TEASE, TEASE, TEASE until they must have relief.

The relief which will ONLY come by them giving in to buy whatever product or service you are selling.

3. A BIG Benefit That Solves a BIG Problem

Everyone has nagging problems they would do virtually anything to solve.

That's why if your headline can highlight that problem and then offer a promise of a solution...

... in a way where your prospect genuinely believes this might be a REAL key to removing whatever the pain this problem is causing them...

... then you have a particularly good chance of getting and keeping their full attention.

The Power of Questions

Another great way of writing a great headline is to ask a question.

Not just any question.

But if you know your market...

... (and you should ALWAYS know your market... more on that later) ...

... you need to ask a question about a BURNING topic they already have in their mind.

If it's a nagging problem that's keeping them up at night...

... ALL THE BETTER!

What do I mean by that?

Simply put, you can NEVER go wrong writing a headline that speaks exactly to what your prospect is already thinking about.

Before we go any further I do want to give a word of warning and caution.

Now, I'm not doing this to try to scare you and I don't believe in living in fear, but I do want to urge you to NEVER make claims that are not true or exaggerated in your sales copy – ESPECIALLY in your headlines.

It's just not worth being hit with FCC fines or lawsuits. In fact, if you are selling in a highly regulated market like weight-loss, healthcare, financial advice, making money online, etc. you might even want to have an attorney read over your copy before you ever use it in an advertisement or any sort of marketing. Just please be HONEST and CAREFUL with your copy.

8 Ways To Write A Killer Headline

If you want to be truly effective with your headlines, you always have to start with what your target audience wants or doesn't want and what is most important to them.

In other words, NO ONE cares about your product or service, but they care VERY MUCH about what your product or service is going to do for them.

So, to be able to sell them anything your headline MUST speak directly to how your product or service is going to benefit them...

... or they will shut you down faster than you can say "BANKRUPTCY".

A great headline should stop your prospect cold and cut through whatever else is occupying their current thoughts.

With that in mind, here are my 9 favorite types of headlines to write:

The Offer Headline

The Offer Headline is the most direct headline you can write and in many ways is the easiest, but don't think for a second the ease of writing has anything to do with its power.

If (through your extensive research) you know that your prospect is interested in the big benefit or solution your product or service has to offer, then this might be THE most effective headline for you to use.

Often, a prospect is just looking for the best price or guarantee of the best deal in order to buy.

If you can get their attention with a promise of a great deal or guarantee that melts away their worries and can then back it up in your body copy, then you have a really good chance at getting the sale.

Offer Headline Examples:

- Pick Any Of These Books For Only 1 Penny!

- Now You Can Buy The New and Improved “Magic Bathroom Cleaner” for 50% off the Normal Price... GUARANTEED to Get Rid of Even The Nastiest Mildew Problems or Your Money Back... No Questions Asked!
- You Can Own The New Edition of Encyclopedia Britannica for ONLY \$1 Per Month! Complete Satisfaction GUARANTEED!
- Play Guitar in 7 Days or Your Money Back!
- Owners Save 20% to 50% On Fuel With The G.E. Oil Furnace
- One Place Setting FREE for Every Three You Buy!
- Lose Ugly Fat... An Average of 7 Pounds a Month!

The Question Headline

If someone poses a question to you and it involves something of distinct personal interest, then it is virtually impossible for you to ignore it.

Henceforth, if you use a question headline and tie it to the already determined WANTS, NEEDS, DESIRES or burning PROBLEM which needs to be solved, it can cut through the clutter in your prospect’s mind better than just about anything.

And again, the main purpose of our headline is to grab the attention of our prospect so we can pull them into the body copy of our sales message.

The question headline is powerful for another reason as well. And that is because by using a question in our headline, we bypass our prospect’s natural aversion to being sold.

Many more direct headlines waive a big red flag saying...

“A Sales Pitch is Coming... LOOK OUT!”

But the question headline – if done right – won’t sound any warning alarms to your prospect but will gently lead them into reading your sales message so you can then lead them into buying from you.

Examples:

- Who Else Wants A Screen Star Figure?
- Why Do Some Men Always Seem to Make Money In the Stock Market?
- Are You Ready To Start Making Real Money Online?
- Will You Give Me 7 Days to Prove I Can Make You A New Man?

The If/Then Headline

This headline is one of my favorites as it taps into built into a psychological proof factor. How? By creating a velvet rope type of barrier which says this isn't for everyone, but if you qualify will you'll reap a specific benefit which will be revealed in the body copy."

This is also an almost PERFECT way to open your sales message.

The great Gary Halbert started a ton of his sales copy using this formula as the opening sentence.

I've often thought he used it so much that it was sort of overkill... but from his perspective, I believe Gary was ALL business and only cared about doing what worked. And why fix something that isn't broke?

Examples:

- If You Have Even Just ONE Day of Sales Experience... Then I'll Show You How to Make REAL Money Online... in Your Spare Time!
- If You'll Give Me Just 5 Minutes of Your Time... Then I'll Show You How To Live Like A Millionaire... On Your Current Salary!
- If You Have Ever Wanted To Play Guitar Like A Rock Star... Then Get Ready To Start Fighting Off The Groupies, Cause This Message Is Going to Make Your Wildest Rock N Roll Fantasies Come True!
- If You Have Ever Wanted To Drive A Golf Ball Like A PGA Pro... Then Get Ready to Amaze All Your Buddies As You Tee Off Like A Green Jacket Wearing Champion!

- If Going On Another Diet Is Out of the Question, Yet You Need to Lose Weight... Then This Is EXACTLY What You've Been Waiting For!

The Curiosity Headline

One of the most powerful weapons you can use in the battle for your prospect's attention is curiosity.

If you can combine in your headline a statement which arouses a...

... BURNING CURIOSITY...

... along with promising a benefit which fulfills a dominant WANT, NEED, DESIRE, or urgent PROBLEM your potential customer is already concerned with then you have potentially explosive formula for sales success.

CAUTION: Always make sure to "pay off" the secret you are teasing.

Either reveal it in the headline right away or at least very soon in the body copy. This is important unless you choose to tease things even further by promising to lift the curtain later in your sales message.

Also, when you tease the revealing of the secret it can be a good way to keep your reader engaged. But just make sure you remember to PAY IT OFF before you go into the close. Otherwise, you'll end up invoking the wrath of your reader.

Examples:

- How A Bald Barber Cured My Hair Loss Problem
- The Lazy Man's Way to Riches
- Finally, How Even A Broke Ugly Guy Can Date A Beautiful Woman
- When Doctors "Feel Rotten" Here's What They Do
- How I Made A Fortune With a "Fool" Idea
- The Easiest Way to Lose Weight Without Diet or Exercise
- How I Went From A Failure to Success In Selling

The “How To” Headline

The “How To” headline might be the easiest AND most powerful style of headline you can possibly write.

When we see the words “How To” attached to a topic that interests us, our natural curiosity takes over and we want to know these BIG SECRETS the author is about to reveal.

This is why there are so many “How To” book titles. If you look at your very own library, I bet you’ve got several of these yourself.

But this formula shouldn’t be over-done.

Why? Because while this can be highly effective, it is also the most used and you don’t want your prospects to be immune to it from seeing it too often.

Examples:

- How To Win Friends and Influence People
- How To Beat Tension Without Pills
- How To Get Rid Of An Inferiority Complex
- How To Get Enthusiastic Applause... Even A Standing Ovation... Every Time You Speak
- How To Get Your Cooking Bragged About
- How To Make Money Writing Short Paragraphs
- How To Stop Worrying and Start Living
- How To Do Your Christmas Shopping in Five Minutes
- How To Feel Fit At Any Age

The Flagging Headline

The flagging headline is designed to do exactly what the name suggests... to “Flag Down” your ideal prospects.

It uses trigger words which should pop out to those you are targeting so they instantly will stop what they are doing and take at least a second to read or listen to what this message is about.

What do I mean by trigger words? Well, for example, I am a HUGE fan of the rock band KISS. If I see virtually anything with KISS or KISS Fans or KISS ARMY in the title, it's almost guaranteed to grab my attention which of course is the primary job of the headline.

The same would go for someone who is into Golf or Bowling or heck, even Biochemistry or something I would find equally boring if the RIGHT PERSON sees those words which "Call Them Out" by their interest, this is all that matters.

After all, we don't care if someone who ISN'T our prospect gives our ad a second glance... we ONLY care about getting the interest of our potential buyer.

Examples:

- To a Mother Whose Child is Three Years Old
- Free to Brides... \$2 to all others
- To Men Who Want to Quit Work One Day
- Car Owners... Save One Gallon of Gas in Every Ten
- Attention Bowlers: Here's How You Can Get A Strike Almost Every Time You Step Up To Play
- Do You Love Golf? If So, This Magazine Was Made For You!

The Secret Headline

This headline is similar to the curiosity and "how to" headlines as they touch on the same basic psychology.

We truly do believe there are "Secrets" being kept from us. Often, people will use this as an excuse for not being as successful as they feel they should be or use it as a point of resentment where they think...

"If I had the same access to the same resources they do, I'd be happier, healthier, wealthier, etc."

Since this is something that's already buried deep in the subconscious of most people, use this to your advantage in selling and especially in creating strong headlines which are proven to be effective.

Examples:

- The Secret to Becoming a Millionaire is Simply Using the Right Words
- Former PGA Pro Shows You The Secret To His Million Dollar Swing!
- Forbidden Sex Secrets of A Former "Adult Industry" Superstar
- Scientists Discover The Secret To Looking Years Younger... Without Surgery!

The Big Benefit Headline

The big benefit headline clearly answers the number one question your prospect has on their mind when they see your ad, which is...

"What's In It for Me?"

It is a very direct headline which relies on knowing the target market you are writing to and what their level of awareness is relating to what they are most interested in right now in life.

This is my "go to" headline if nothing stronger comes to me as it's really hard to go wrong whenever you are shooting straight into the heart of what's tremendously important to your prospect.

Examples:

- Get Rid of Money Worries for Good!
- Here's How To Have A Long and Healthy Life
- Who Else Wants a Lighter Cake... In Half The Mixing Time?
- You're Never Too Old To Hear Better

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**

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 your prospects for good.



Robert Sean Pascoe

Freelance Direct Response Copywriter | Marketing Consultant

rsp@worldclasscopywriting.com

<https://worldclasscopywriting.com>

