

# **7 Quick & Easy HEADLINE FORMULAS**

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**Your Instant Reference Guide To Creating Dynamite,  
Attention-Getting Headlines!**

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<b>Features</b>	<b>Benefits</b>

## **Formula #1: The Ultimate Benefit – FAST & EASY!**

When you've taken the time to list all the benefits of your product or service, it's much easier to begin formulating some excellent headlines. Decide on the most attractive benefit your product offers. What one great advantage does your product give customers? What unique advantage does your product offer? Don't just guess at it—talk to prospects and customers. Give them a short list of 2 to 5 solid benefits your product delivers on, and then ask them to choose just one.

What you hope to achieve with this little exercise, is to get actual prospects and customers to identify the one benefit that is of supreme importance to them . It could be a single benefit or, more likely, the “ultimate benefit” of your product. Try to narrow it down to one powerful benefit and then use that as your starting point.

A headline that's centered around the most appealing benefit has a good chance of attracting far more interest and attention than any non-benefit headline.

### **Step #1: Identify Your Big Benefit**

### **Step #2: Provide A Quick & Easy Way For Prospects To Experience The Big Benefit**

“Quick and easy” satisfies the craving for instant gratification with little or no work. What could be better than that? Not only are you promising the one thing customers want most, but... you're also offering this in rapid time and without much, if any effort on the part of the prospect. This is how you present the ideal dream solution to your customers and prospects. Make sure your promise is believable.

Specific solutions attainable in less time and with less effort. That's what prospects want... your job is to give it to them up-front in the headline. One way to do it is to simply add the words “quick and easy”. Another technique is to quote specific figures in terms of the time required, such as “10 days to...”, “30-day plan for...”, “...in just six weeks” or “overnight”.

### **Examples**

- ? Discover 7 Quick & Easy Formulas For Writing Super-Responsive Classified Ads!
- ? I'll Teach You How To Quickly & Easily Get All The Credit You've Ever Wanted--- 100% Guaranteed... Or I'll Pay You \$50 For Wasting Your Time!
- ? Discover The Simple, Yet Little-Known Secrets For Creating Your Own Best-Selling Information Product In A Single Evening!
- ? In Just 27 Minutes, While Sitting In Your Most Comfortable Chair, You'll Discover Everything You Need To Know To Create Your Own Dynamite Web Site That Brings In Cash Daily!
- ? In Less Than 30 Days, You'll Notice A Huge Improvement In Your Vocabulary Using Our Simple Pocket Guide For Only 5 Minutes A Day. It's A Fast And Easy Way To Make A Huge Difference In Your Life!
- ? How To Give Yourself The Gift Of Daily Inspiration Quickly & Easily!

## Formula #2: The “Borrow It” Approach

This technique “borrows” ideas, words, phrases, and formats from other headlines and adjusts these to suit. It takes individual components from existing headlines and re-packages them to suit your product, service, or offer. Here, you choose different headlines that you like, combine features of several to create a hybrid. This technique works for both simple and complex headlines. You simply string together a few parts that you like, and substitute your benefit or offer to suit.

Never copy someone else’s headline, word for word. That’s theft. But no one can take exclusive ownership of any word or phrase. You’re always free to use any word or description in your own unique way.

It’s an easy way to put together a solid headline in just minutes. The key is to find lots of headlines that you like and to have them ready, in front of you. You’ll find plenty of examples within this manual package, but remain on the lookout for others.

You never know when you’ll want to adapt a phrase or technique for a headline of your own. With your own file of collected headlines, commonly referred to as a “swipe file”, you’ll have a virtual resource center of adaptable ideas and techniques.

Following are some examples of simple adaptations from original headlines:

Original: “They Laughed When I Sat Down At The Piano But When I Started To Play!~” (John Caples)

*Adaptation:*

“They Laughed When I Sat Down At The Piano. They Stopped When I Picked It Up.” (Gold’s Gym)

Original: Breakfast Of Champions! (Wheaties cereal)

*Adaptation:*

Breakfast of Millionaires. (Barron’s financial magazine)

Original: “What Four-Letter Word Do You Use When You Have To Write A Check For Your High Healthcare Premium?” (Jerry Fisher)

*Adaptation:*

“What Four-Letter Word Do You Use After Stepping On To The Bathroom Scale?”

Original: “To People Who Want To Write—But Can’t Get Started”

*Adaptation:*

“To People Who Want To Own A Beautiful House—But Can’t Get Started With A Regular Savings Plan”

Original: “10 Ways To Lose Extra Weight And Keep It Off!”

*Adaptation:*

“3 Ways To Rid You Home Of Pests And Keep Them Away For Good!”

You can take virtually any effective headline and adapt it to your own product or service. Try different options and arrangements. Insert a new word or phrase. Try it out. You’ll see how easy it is to develop a great headline by using parts of others to develop one that fits your purposes well.

You can add a new and interesting twist to this formula by substituting a few words with powerful, provocative, eye-catching replacements. (Refer to Chapter 9 for specific examples) Sometimes just one word can make a substantial difference in readership and results.

## **Formula #3: The Brainstorm Technique**

The brainstorming technique is an excellent way to generate innovative, breakthrough headlines. This technique can be performed as a group exercise, or individually. Both applications can work well to produce original ideas and concepts that can lead to awesome headlines.

The idea of brainstorming is to completely free the minds of all participants and to simply let the ideas flow --unrestricted and unencumbered—without limitations of any kind. This free-wheeling, creative activity lets you generate an infinite amount of possibilities.

The best way to brainstorm a headline is to think in terms of customer benefits and stick to short descriptions of one to five words. Open up your mind and let the creativity flow. Try to think of single words and phrases that describe the benefits of your product or service.

It's a liberating experience, one that can often provide a fresh new horizon from which to base your promotional efforts upon.

There are 4 simple rules to follow for maximum results in brainstorming:

1. Place a time limit of 5 to 10 minutes on the actual idea generation stage. This is the first step where raw ideas are produced and recorded on paper or chalkboard.
2. All answers should be encouraged. No idea is a bad idea at this stage. Every contribution, no matter how outrageous or ridiculous, should be welcomed and recorded. Do not edit. Keep the ideas flowing. Spit out as many as possible.
3. Stop on schedule. Don't try to prolong a creative session. 5 Minutes is plenty of time to gather lots of good ideas to explore.
4. Now, you can start to edit out some answers that don't appear to be on the mark. Take what's left and work with those to formulate a powerful headline.

### **Example #1**

Product: Apples -- Sold By Mail Order

Brainstorming Results:

Fresh, Delicious, Succulent, Vibrant Red, Fresh-Picked, Healthy, All-Natural, Crunchy, Nature's Finest Food, Pure Health, Pure Energy, From God's Garden, Nature's Gift, Give Yourself A Lift, Bite Me, Ummmmm, Wow!, Organically Grown, Individually-Wrapped, Wholesome, Too Good To Be True, Country Crisp, Nature's Finest Gift, From Nature's Bountiful Basket, Fresh To You, Fresh-Picked, Shipped Same Day For Peak Freshness, Rare, Hard To Find, Shipped By Mail, Hand-picked, Tree-Ripened, Exclusive To Okanagan Valley, Sun-Ripened.

**Possible Headlines:**

- ? Fresh, Delicious, Organically-Grown, Sun-Ripened Apples Like You've Never Tasted Before—Delivered Right To Your Door!
- ? Give Your Family A Healthy And Delicious Treat From Nature's Best Garden.
- ? Indulge Yourself With A FREE Sample Package Of One Of Nature's Most Wholesome, Delicious And Nutritious Foods.

**Example #2**

**Service:** Gift Selection And Shopping Service

Brainstorming Results:

Choose The Perfect Gift, Show Your Thoughtfulness, Imagine Their Reaction, Make It Right, Wow! I Love It!, Very Impressive, Stunning, Immaculate, Elegant, Enchanting, Awesome, Considerate, Caring, Exquisite Tasteful, Choose Right, Save Time, Forget The Hassles, Hate Shopping?, They'll Love It—Guaranteed!, Impress Them, Perfect Gift Solutions, Gifts On Target, On Time, On Budget, Helpful Solutions For Busy People, Your Shopping Partner, Hassle-Free, Reap The Rewards, Show You Care, Personalized Service, Prompt Delivery, Beautifully Wrapped, Find It, Ideal Gifts, Delivered With Class, Shower Someone With... (Love, Care, Attention) Guaranteed To Be Well-Received.

**Possible Headlines:**

- ? Show Them How Much You Care With A Custom-Selected Gift From Magic Moments. We Find It, Pick It Up, Wrap It And Deliver It. You Get The Credit.
- ? Show Your Exquisite Taste, With An Original Gift They'll Never Forget.
- ? Impress Them With The Perfect Gift That Shows Your Thoughtfulness, Originality And Exquisite Taste.
- ? Here's An Easy Way To Find The Perfect Gift, Show Your Appreciation And Demonstrate Your Exceptional Taste—Without Leaving Your Office! 100% Satisfaction Guaranteed!

**Example #3**

**Product:** Portable Water Filter

Brainstorming Results:

Is Your Water Safe? Kill All Contaminants, Kills Germs, Wipes Out Harmful Pollutants, Enjoy Fresh Water, Double-Filtered, Safe, Healthy, Fresh, Pure, Purify, Sterilize, Filter, Portable, Adaptable To Any Faucet, Quick Connection, Travelers Companion, Works Anywhere, Fits In Any Suitcase, Compact, Convenient, Taste The Difference, Delicious, Safe Water, Double The Protection, Filters Invisible Contaminants, Take It Anywhere, Guaranteed Safe, Quality, Built To Exacting Standards, American Made, Replaceable Parts, UV Sterilizer, Rugged, Lightweight Steel Construction, Saves Big Money, Eliminates Costly Bottled Water, Snaps Into Place Instantly, Ideal For --Cottage Owners, Boaters, Travelers, Works Anywhere, Filters 57 Known Contaminants.

**Possible Headlines:**

- ? Travelers! Now You Can Enjoy Fresh, Safe, Delicious Drinking Water-- Wherever You Go! New Compact Device Filters And Sterilizes Too For Maximum Purification!
- ? Attention Travelers: Beware Of Unsafe Drinking Water! Here's Your 100%--Guaranteed Safe Water Solution That's Easy To Carry, Instantly Connects To Any Tap—And Gives You Fresh Filtered Water Wherever You Are—Anywhere In The World!
- ? 100%--Guaranteed Safe Water For Travelers, Cottagers And Boaters! New, Lightweight & Compact Mini-Magic Quickly Connects To Any Tap To Instantly Filter AND Sterilize-- Giving You Safe, Healthy Drinking Water Wherever You Go!

## Formula #4: The Power-Packed Combination

Here's a technique that adds extra power to any single-benefit headline. It can be used in several different ways, all with the multiplied power of several components working hand in hand. A combination headline could include multiple benefits, a benefit plus and offer, even a benefit, offer and a guarantee. With the "Combination" headline, your options are plentiful, and the one you select should be the one that packs the biggest punch and works well in a particular situation.

The benefit combination approach simply stacks one major benefit on to another in a sequence that usually consists of three separate benefits. The result is a headline with three times the power of a single benefit.

The easiest way to begin generating a power-packed combination headline is to begin with a single benefit statement.

Here's one we can start with:

*"Learn To Make Money Like A Millionaire!"*

This headline promises a benefit, but could it be made stronger using the combination approach? Before deciding, play around with several different options.

Let's try out a few possibilities:

- ? Learn To Make Money Like A Millionaire... Invest Like A Wall Street Wizard With Average Returns Of 37%, Or More ... And Create A Future Of Style, Comfort And Unlimited Financial Security!
- ? Learn To Make Money Like A Millionaire! Attend This FREE 2-Hour Seminar And Discover The 13 Key Principles Of Self-Made Riches Guaranteed To Make YOU More Money Than Ever Before! Only 75 Seats Available—Reserve Yours Today!
- ? Start Your Own Business, Take Complete Control Of Your Future And Learn How To Make Money Like A Millionaire—Starting Today!

See how easy it is? The possibilities truly are endless. But obviously, the angle you take is dependent upon your product the market you're trying to reach, and the venue you're using to communicate your message.

Following are some other combination headlines taken from my collection of ads, sales letters, direct mail packages, brochures and assorted other marketing pieces.

This sample delivers a benefit and offer combination:

- ? “Free Video Tapes Reveal 11-New Ways To Make Huge Amounts Of Cash... Even During A Recession!”

In the next example, a question is used to first involve the prospect. Next, it's immediately followed-up by an offer and a benefit.

- ? “Do You Have What It Takes To Succeed At Your Own Business? This Free Book Will Help You Find Out. YOURS FREE! Starting Your Own Business... 12 Steps To Success.”

Here's a quadruple-benefit headline. Watch how much more impact it has vs. any single benefit alone.

- ? “Maximum Profit Direct Marketing! How To Win Tons Of New Customers, Get Them To Buy More Often, Increase The Dollar Amount Of Every Sale, And Double Your Profits In Record Time!”

In this example, there's a strong benefit, a guarantee, and a special offer.

- ? “Now You Can Easily Double Your Profits By Learning The Jealously-Guarded Marketing Secrets Of The Richest Service Companies In The Country... And I Guarantee Results! Plus... If You Act Now, You'll Also Get Valuable Free Bonuses Worth Over \$975!” (Joe Hammer)

Using the combination technique is an easy way to boost the appeal of any headline. Start by listing a handful of benefits. If you have a strong guarantee, and a compelling offer, list those as well. Then, experiment with different combinations. Vary the order. Try a new angle and soon you'll have the headline you're looking for.

## **Formula #5: Forget Your Product—Deliver The Dream!**

What do your prospects want most? You already know the answer. It's always the benefits that they seek. They want an advantage or a better way of doing things. Solutions to problems and new alternatives that save time, money, and effort. And there's no better option for prospects than the one that does it all. This product is the solution to their dreams.

The idea of this headline technique is to transform your product into an ideal answer to your prospects deepest desires and aspirations.

In order to supply the dream solution, you have to know what your prospects want... their likes and dislikes... their frustrations and disappointments with other apparent solutions. What is it that annoys prospects most regarding your type of product, service or industry?

Armed with this valuable knowledge, it's easy to see what it would take to provide a better alternative. But you don't want to simply settle for being better than the other choices available. You want to be the ultimate solution to your prospect's problem. What would your prospect really like to have, to be, or to accomplish, that his present choices don't provide? What is the perfect solution--the best-case end result?

So... now it's time to play the role of the wizard. Put on your cape, reach for your wand and create a "magical" solution. Pretend that you have almost God-like powers and that you can give your audience the "ultimate solution"—the big benefit they really want.

Your job is to bridge the gap between where your prospects are and the place they want to go. Imagine the perfect end result. Create the vision of the underlying desire your prospects hold within. Then, present your message as the ultimate answer—the ideal solution. Fulfill that desire with your miracle product.

### Examples:

In the following example, the writer obviously knew his audience well. Most people who attempt new diets, have tried others before without much, if any success. Talk to anyone who has been on a diet and they'll often tell you that afterwards, they gained more weight than they previously had lost! Yet the search goes on for the perfect diet—one that delivers results without taking away one of life's greatest pleasures. How could any dieter resist?

Here's how copywriter, Jerry Fisher created a dream solution:

? “Lose 30 Pounds In 30 Days On Strawberry Shortcake!”

In the next example, direct marketer, Ted Nicholas shows his thorough understanding of the prospects he wanted to target. Anyone who has ever given a speech, has the goal of delivering a stellar performance. What better way to feel the accomplishment than with a standing ovation?

? “How To Get Enthusiastic Response --Even A Standing Ovation—  
Every Time You Speak!”

In the next example, marketer Gordon Alexander knew something about his audience before he conceived the headline below. I’m sure you’ve heard the line, “*Give a man a fish, you feed him for a day... but, teach him how to fish, and you feed him for life.*” Learning how to make extra money one time, is appealing to many opportunity seekers, but... learning how to do it as often as they’d like has much more appeal.

? “12 Weeks To Freedom. Make \$5,000 Within The Next 3 Months—  
And Never Look Back. Learn How You Can Earn \$5,000 In The Next  
12 Weeks, And Then Make \$1,000 or \$2,000 or Even \$3,000 Or More  
--IN CASH-- Every Week For The Rest Of Your Life!”

Be a dream provider and your headline will attract more qualified and interested prospects and your sales will skyrocket as a result.

## Formula #6: Use Your Customer's Own Words

The actual words of satisfied customers holds a lot of weight with prospects in virtually all markets. Somehow, the words of others --people who once were in the same situation, as the prospects themselves—has greater power to influence a prospect's decision to buy.

Gather any feedback that you may have already collected from customers. Review all the letters, faxes, words or appreciation and general comments you've heard in the past. Survey past customers for additional feedback or solicit a review by a well-respected authority in your field. The more material you have to draw from, chances are, the better and more explosive your headlines will be.

If you don't have such a collection, now would be a good time to start one. Record all words, phrases, reviews and comments and attach the attributed real name of the actual person who made the statement. Jot these comments down on a card, and send it off in the mail to the customer requesting permission to use their words in your marketing material. Most customers are happy to help out this way and they appreciate being asked for their permission first.

Using testimonials gives you a different perspective; one that prospects can more easily relate to. A good testimonial headline speaks to the prospect in a language he understands, about something he truly desires.

### Examples:

Let's start with an actual excerpt I received from a customer who had just received my booklet on writing successful classified ads.

- ? "One of, if not the best investments I have ever made! This information is not only timely and informative, but it actually works. I learned more from your advertising book than all of those \$39.99 to \$200.00 courses you see on TV!"

Some additional examples:

- ? "WalkFit Is The Best Thing That Ever Happened To Me!"
- ? "I lost 33 Pounds In 30 Days With This Simple Plan. I Have More Energy And I Look And Feel Better Than I Have In Years. Thank You Miracle Diet!"
- ? "I've Tried Every Other Cleaner On The Store Shelf. Nothing Even Comes Close To The Shine I Get With SuperClean!"

Another form of endorsement headline you could try, is an indirect testimonial headline. It works best in cases where there's a "voice of authority" suggesting an endorsement.

- ? "Police Say Buy It"
- ? "8 out of 10 Dentists Surveyed Actually Recommend EasyChew Gum For Cleaner, Whiter Teeth."
- ? "All-Night Donuts—Rated Number One For Taste By Those Who Ought To Know: Police Officers and Tow-Truck Operators"

## Formula #7: Fill In The Blanks

This formula is amazingly simple to use. Just take any or all of the samples provided and adapt them for your own use. Simply fill in the blanks with the appropriate description, expression, action word, or benefit. Once you get the hang of it, you'll want to refer to this section again and again. Not only is it easy, it's also a lot of fun.

Don't feel limited by these suggestions. You could literally adapt any headline found anywhere, and do the same thing. Simply transfer your benefits, offers, guarantees, etc., to a headline that grabs your attention. This is a great way to generate a dynamite headline in a matter of minutes. Any one of these fill-in-the-blank formulas could help you create a winning headline for your product or service.

We'll start with the easiest first. All of these formats assume that you've clearly identified the major benefits of your product. If you don't know what the big benefits are, you'll have a tough time—even with these easy, fill-in-the-blank headline formats. Several examples are provided immediately following each headline format.

### 1) **How To...**

How To \_\_\_\_\_ (get, have, acquire, own, profit from, etc.)  
\_\_\_\_\_ (the biggest benefit your product delivers)

- ? How To Solve All Your Money Problems Forever!
- ? How To Make \$87,000 Per Year As A Magazine Writer!
- ? How To Easily Get All The Credit You Could Ever Want!
- ? How To Increase Your Profits In Any Economic Climate!

### 2) **Secrets Of...**

The Secrets Of \_\_\_\_\_ (the ultimate benefit your product delivers)

- ? The Secrets Of Living In Style Without Any Money Worries!

- ? The Success Secrets Of The Most Prolific Magazine Writer In America!
- ? The Secret To Getting All The Credit You Ever Wanted --Even If You've Been Bankrupt!
- ? The Secrets Of Not Only Surviving, But Thriving In Today's Tough Economic Times!

With your "ultimate benefit", you can plug in several other possible formats as well. Fill in the blank spaces below with your biggest benefit.

- ? The Complete Program For \_\_\_\_\_
- ? The Complete Guide To \_\_\_\_\_
- ? The Quick And Easy Way To \_\_\_\_\_
- ? \_\_\_\_\_ For Fun And Profit.

The next format can be adapted to suit any application you have in mind. Not all components are absolutely necessary. For example, you may have only 2 benefits, instead of 3, as used in this example. Or, perhaps the time factor doesn't really apply, or the guarantee doesn't fit. Adapt it as you like to suit you and the application.

### 3) Stacked Benefits...

How To Get \_\_\_\_\_ (Benefit #1), \_\_\_\_\_ (Benefit #2), and \_\_\_\_\_ (Benefit #3)... In Just \_\_\_\_\_ (actual time period such as the number of hours, days or weeks required) Guaranteed, Or (your money back, double your money back, it's free, etc.)

- ? How To Get A Gorgeous Tan, Relax In Complete Comfort and Be Safely Protected From Harmful UV Rays While Gaining That Natural, Golden Look All Over... In Just 6 Weeks --Guaranteed--Or You Pay Nothing!
- ? How To Grow Your Business, Gain More Free Time And Profit Like Never Before After Just 3 Easy Sessions--Guaranteed!

- ? Look Here For More Than 150 Time-Saving Ideas That Will Help You And Your Staff Get Organized, Accomplish More In Less Time, With Less Effort And Resistance--- Guaranteed Or Your Money Back!

#### 4) **Problem/ Solution...**

No More \_\_\_\_\_ (major pain or anxiety). Here's A  
\_\_\_\_\_ (quick & easy, remarkably simple, little-known, etc.) Way  
To \_\_\_\_\_ ( achieve the ultimate benefit)

- ? No More Bad Hair Days! Here's A Proven Way To Maintain The Perfect Look Any Day Of The Week!
- ? No More Wet Beds! An Amazing Technique From Europe For Training Your Child In Just One Week! Try It Risk-Free-- A 98.7% Success Rate!
- ? No More Nervousness! No More Fear! Learn The Tricks Pros Use To Speak With Ease To Any Size Of Audience!
- ? No More Lost Sales! Here's An Automatic System For Timely Follow-Ups With Every Prospect!

#### 5) **How To... Guaranteed...**

How To \_\_\_\_\_ (get the ultimate benefit) Quickly & Easily—  
100% Guaranteed!

This Format can also be used with an implied “how to”.

- ? How To Comfortably Write Your Own Book Or Screenplay In 2 Weeks Or Less--- 100% Guaranteed!
- ? How To Save An Extra 20% On Every Book You Order—Automatically – 100% Guaranteed!
- ? Master The Skill Of Video Editing This Weekend! Discover The Inside Secrets Of Doing Professional Work With Ease -- In Just Minutes! Satisfaction Guaranteed!

## 6) Get Benefit Fast, Regardless...

\_\_\_\_\_ (Have, Get, Be, Enjoy, etc.) \_\_\_\_\_ (benefit)  
In \_\_\_\_\_ (time period) Guaranteed, No Matter What  
\_\_\_\_\_ (your age, condition, bank account, skill level, etc.)

- ? Get Fit In Record Time—Guaranteed, No Matter How Out Of Shape YOU Are!
- ? Enjoy Gourmet Meals Any Day Of The Week Regardless Of Your Kitchen Skills!
- ? Speak Fluent French In 28 Days--100% Guaranteed—Even If You've Never Taken A Single Foreign Language Class In Your Life!

## 7) Solve A Problem...

(Beat, Overcome, Laugh at, Master, etc.) \_\_\_\_\_ (major problem or anxiety) With This Little-Known \_\_\_\_\_ (secret, solution, remedy, cure, etc.) from \_\_\_\_\_ (some unusually simple, or mysteriously exotic place)

- ? Wipeout Depression For Good With This Little-Known Natural Remedy Found Deep In Forests Of The Amazon!
- ? Eliminate Your Money Worries Forever With The Simple 3-Step Formula Developed By A Desperate, Soon To Be Evicted, Housewife.
- ? Overcome Any Fear Almost Instantly With This New 2-Minute Technique Revealed By A World Famous Speaker.

## 8) Visualize It...

Imagine... (You A) \_\_\_\_\_ (proud possessor of the “dream” Example – famous artist, millionaire entrepreneur, skilled, in-demand computer technician)

- ? Imagine... You A Millionaire Real Estate Investor!
- ? Imagine... You On Top Of The Best-Seller List!
- ? Picture This... You Open Your Mail Box And Find It Stuffed With Literally Hundreds Of Cash Orders! Welcome To The Exciting And Profitable World Of Mail Order Marketing!
- ? Imagine... Sipping Pina-Coladas On The Sun-Drenched Beaches Of Beautiful Antigua Where There's Always A Gentle Breeze In The Air And The Most Difficult Decision You Face All Day Is Which 5-Star Restaurant You'll Choose For Dinner Tonight.

### 9) Number Of Ways To...

\_\_\_\_\_ (specific number) Ways To \_\_\_\_\_ (dramatize the big benefit— "Permanently Wipe-Out Creepy Household Pests, Take The Bite Out Of The Coming Tax Increase, Knock The Socks Off Inflation, Make More Money From Home With Your Own Internet Business, etc.)

- ? 7 Easy Ways To Save Money On Groceries Without Clipping Coupons And Running All Over Town Just For Those Sale Items!
- ? 13 Secrets—Inside Information Car Dealers Hope You Never Discover-- To Getting The Very Best Bargain On Your Next New Car!
- ? 101 Little-Known Ways To Add Perceived Value To Your Home So It Sells Within Days For At Least 98.5% Of The Full Asking Price!

### 10) Reasons Why...

\_\_\_\_\_ (number of) Reasons Why You Should \_\_\_\_\_ (major warning or stacked benefit)

- ? 9 Reasons Why You Should Immediately Be Concerned About The Quality Of The Water Flowing Through Your Taps.

- ? 47 Reasons Why It Not Only Saves You Money To Use Our Advertising Services, But It Actually Puts More Cash In Your Pocket— 100% Guaranteed!
- ? There Are 3 Very Good Reasons Why A Direct Mailing Succeeds... And You Already Know 2 Of Them. The Third Reason May Be The Final Piece Of The Puzzle That Makes Your Next Mailing Click.

**11) Problem Solver...**

\_\_\_\_\_ (State the prospect's problem as a question)  
 Here's A \_\_\_\_\_ (proven, time-tested, 100% safe, guaranteed) Way To  
 \_\_\_\_\_ (get the ultimate benefit)

- ? Stressed Out Every Month By Nagging Bills? Here's a 100%- Guaranteed Way To Live A Worry-Free Life And Enjoy All Those Things You Thought You Never Could Afford!
- ? Worried About Your Child's Grades In School? Here's A Guaranteed System For Turning C's Into A's, Improving Concentration, And Transforming Your Child's Own Self Esteem!
- ? "Losing Money On The Stock Market? Earn 29% On Your Money Every Year!
- ? Finding It Impossible To Keep Off Those Extra Pounds? Now You Can Stay In Great Shape And Still Enjoy All Those Foods YOU Really Love!

**12) If... than...**

If You're \_\_\_\_\_ (describe the prospect want) We Offer \_\_\_\_\_ (Benefit #1) \_\_\_\_\_ (Benefit #2) \_\_\_\_\_ (Benefit #3)... Plus... (Bonus Benefit)

- ? If You're Tired Of Your Old Sofa And Thinking Of A Change, We Offer A Superb Selection, Helpful Design Consultants And A Comfortable Shopping Experience— At The Guaranteed Best Possible Price!

- ? If Your Car's A Wreck And You're Thinking About Another Used Vehicle, This Free Report Will Show You A Guaranteed Way To Get The Best Price And How To Avoid Getting Stuck With A Lemon!
  
- ? If You're Looking For One Convenient Source For All Your Business Needs, We Offer A Huge Selection Of Office Supplies, A Fully-Equipped Print Shop – Even A Postal Outlet Right On The Premises... Plus, Ridiculously Low Everyday Prices!

**The Ultimate  
Idea-Inducing,  
Creativity-Enhancing,  
Sample Headline Collection**

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**Over 600 Samples Of Published Headlines Inside**

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# **The Ultimate Idea-Inducing, Creativity-Enhancing, Sample Headline Collection**

## **Jerry Fisher**

The Three Little-Known Secrets To Bring Out Your Natural Beauty.

How To Make Your Stomach Flat And Hard In 30 Days!

How Would You Spend An Extra \$200,00, Starting Tomorrow?

Enjoy The Temptingest, Tastiest Tacos In Town!

A Good Reason Not To Settle For A 10% Return.

How To Remove Carpet Stains In 10 Minutes.

Finally, People & Pet-Friendly Solutions To Pest Control.

Slip This Into Your Checkbook And Watch Your Debts Disappear!

Police Officers Give Our Donuts A Thumbs Up, And So Will You!

Truckers Favorite Fuel!

“The Best New Way I’ve Seen To Reach Your Fitness Goals!”

Yes You Can Have A Healthy Body... Even If You Don’t Like Exercise!

“Deathly” Door Stop. It’s Deafening Alarm Scares Intruders To Death.

Revealed... A 20-Year Old Secret To Lowering Your Insurance Premiums.

“Whew!”

Announcing The Chocolate Pie Diet.

“Heeelp!”

Is Keeping Your Family Safe Worth 54 Cents A Day?

Now YOU Can Skip Any Trade Show And Still Get An Armload Of The Best Exhibitor Handouts.

Worried That Home Inspection Could Be A Deal Buster?

How To Nail Down A 20% Return On How To Nail Down A 20% Return On Your Investment. (nail attached)

Sit Down, Have A Cup Of Coffee On Us, And Learn Why You Can Profit From Stocking Jensen's Molly Bolts. (coffee attached)

Maintenance Problems Giving You A Headache? (Aspirin attached)

You Could Use The First As A Cheaper Substitute For The Second, But Could You Trust It? (gumball and ball bearing attached)

Your Computer May Be Protected From VIRUSES, but... Are You Aware Of Deadly Computer Allergies?

Oh No, Not Again!

Are YOU Tired Of Living Paycheck To Paycheck?

Treat Yourself To A Maui Adventure You Have To Stay Home For.

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1: time-saving device to organize, coordinate, and schedule your professional and/or personal life. 2: (slang) portable desk or bible. 3: authoritative guidebook to success. 4: ingeniously crafted appointment/meeting register. 5: causes absolute dependence in user; My life's in there; I can't live without it!"

How To Organize Your Life & Get Rid Of Clutter

How To De-Junk Your Life! Keys to taking control, getting organized, and getting it all done.

How To Design Attention-Grabbing Brochures, Catalogues, Ads, Newsletters and Reports

Troubleshooting & Maintaining PC's for IBM's and Compatibles. Get the tools techniques and shortcuts you need to keep your PC's up and operating at peak performance.

How To Supervise People. A Powerful Program That Will Launch You to Peak Performance in Motivating, Managing, & Taking Charge Of Projects & People.

How To Manage Conflict, Anger & Emotion Control, Confidence and Composure in even the most highly-charged situations.

Project Management Guaranteed to help you complete your projects on time, on budget, and on target.

How To Deliver Exceptional Customer Service. A dynamic seminar that's a must-attend for everyone who communicates with customers.

Business Writing For Results! Make your words sizzle with the clarity, impact, and power that get results.

Conquer the "information age" with the most powerful weapon ever discovered for reading, comprehending, and remembering any kind of written material,

How To Make Presentations With Confidence & Power. This seminar will teach you innovative tips, techniques, and strategies that empower you to stand up and speak with confidence and power.

How To Recruit, Interview & Hire the Right Person. A Step-By-Step System for Selecting the Best Person for Every Job

How To Manage Stress, Reduce Anxiety & Stay Cool Under Pressure

How To Manage Multiple Projects, Meet Deadlines & Achieve Objectives

How To Get Things Done. Take Control Of Your Time, Tasks & Priorities, and Accomplish More than You Ever Thought Possible!

Powerful Listening Skills. Hear More of What People Are Saying and Retain More Information Than You Ever Thought Possible

How To Speak Without Fear. Overcome Fear and Control Nervousness Anytime You Speak in Front of Others

How To Design Successful Newsletters, Brochures, Reports, And Ads That People Will Notice And Want To Read!

How To Understand, Access And Use The Internet

How To Design Eye-Catching Brochures, Newsletters, Ads, Reports (and everything else you want people to read)

The Finest materials and tailoring make these the best cotton pants money can buy.

Unlike other premium jeans, you're not paying extra for our name.

From the first time you touch it to the fiftieth time you wash it, you'll know it's a better fleece.

The world's most flexible clothing system for the world's most changeable climate.

Our shoes are crafted of superior leather for greater comfort, breath-ability and durable looks.

So rugged its working life is sometimes measured in decades instead of years.

If you have and return the grand prize winning entry and correctly answer a skill-testing question, we will be pleased to announce that **THE RESULTS ARE NOW IN: KELLY ANN BODUCH HAS WON ONE OF OUR TWO \$1,666,675.00 PRIZES!**

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MILLIONS HAVE BEEN CURED By These Miracle natural Healers! Now They Are Available To You To Use Instantly In Your Own Home, Without Sending A Penny.

Doctors Astounded By The Power Of These Miracle Self-Healers! (Prevention)

30 Days To A Low Fat Life!

Where ordinary medicine fails, these Miracle Natural Healers can work for you! (Prevention)

How To Heal Your Body’s Ills BEFORE YOU Need A Doctor! (Prevention)

1,495 New Ways To Heal Yourself Now! (Prevention)

What’s your body Trying to tell you about your health right now? Take a 21-day look FREE! (Prevention)

The world’s top doctors tell you how to heal your ills YOURSELF! (Prevention)

Which of these NAGGING SYMPTOMS Would You Like To Correct Right Away? How To De-Code Your Body’s Secret “Messages!” (Prevention)

When It’s OK To Be Your Own Doctor! (Prevention)

Enjoy Peace Of Mind—And Better Health! (Prevention)

Astounding New Cholesterol Secrets That Stop Heart Disease In Its Tracks!

6 Reasons Why 98% Of Diets Fail... And How The VITA-MIX Lifestyle Helps You Lose Weight And Reduce The Risk Of Cancer And Heart Disease

Robert Boduch Triumphs Once Again! Smart Pickering resident will get a FREE FP ATTACHE plus TWO WEEKS FREE by starting daily delivery now at a 37% savings! (Financial Post)

How To Spend The Most Important Weekend Of Your Life With Tony Robbins As Your “Personal” Success Coach

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Your capacity to achieve, to have the life you want to have, to be the person you want to be has recently been increased tenfold, because now there is a true technology of self-mastery.

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Why Doctors Of The Future Will Prescribe Whole Foods As Medicines. (Rodale Press)

Which Of These 4 Ways To Better Health Will You Choose? (Rodale Press)

Whole Foods—Not Pills—Will Help You Look Better, Feel Better, Be Happier and Live Longer! (Rodale Press)

How To Become A Better Communicator

Save \$100... \$500... \$1,000 and have the satisfaction of doing it all yourself!

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Shortcuts To Creating & Maintaining Organized Files & Records

SUCCESSFUL STRATEGIC ALLIANCES: Learn How To Pool Your Resources And Share Your Risks And Costs

Are You Still Wasting Money On “Image” And “Professional Marketing”, With Little Or No Response?

How To Grow A Business

Now That You’re Working Form Home, Does Your House Still Work?

You Are Invited To Join Our GRAND OPENING! Sneak Preview For Our Local Customers Only. Shop Early And Save And Additional 10% on White Sale Prices!

Why Would I Show You The Closely Guarded Secrets To Building Serious Wealth Your Banker Would Prefer You Never Knew? It's My Job, That's Why! Read My Message To Find Out More!

A completely different approach to "Financial Planning" allowed me to create serious wealth incredibly easily, and I'm convinced anybody can copy my methods—once they understand them. (Jeff Paul)

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Financial Professional Gets 262 Calls From One Ad In His Local Paper! (Jeff Paul)

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Book your 1999 ABC Lawncare program now. Receive a free fall fertilizer and weed control for 1998

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Let Your Dog Celebrate His Own Canada Day!

To Us You're As Good As GOLD! Presenting A Rare 2 for 1 Opportunity...

Plan Ahead For A Splash Of Colour All Summer Long! Super Special Seed Geraniums Only 98 Cents

This Holiday, Give A Friend The Biggest Gift Of All... The Chance To Achieve Greater Success.

You and I have the same goals. We both want to sell your home for the highest price in the shortest time possible with the best terms. We also want to accomplish this with the least inconvenience. Call me and let's talk! (John McCarten)

We're out to paint a smile on your face. Here's how we'll keep you smiling: Great price. Personalized Service. Quality Paint. Guaranteed. Call Now For A Free Estimate. (College Pro)

3 Great Reasons To Open At Once: LEGENDARY STORE, LEGENDARY PRICES, LEGENDARY SALE. (The Brick)

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I can design a marketing program that will sell your home—even in these times of tough competition. For more information, give me a call.

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(Reader's Digest)

An ancient poet said: "If thou hast two pennies, spend one for bread. With the other, buy hyacinths for thy soul." (Reader's Digest)

Will There Be BOOM and More INFLATION Ahead? (Kiplinger Letter)

FREE happy buttons enclosed with an enduring Christmas idea for your favorite youngster. (Highlights For Children Magazine)

This is an ordinary pair of shoes. They could belong to anybody- But.. SUPPOSE THEY WERE YOURS? .. Empty shoes—you no longer here. Who would pay the bills that always arise when someone departs this world? Would those you leave behind have the money to do it? Or would they have to scrimp and save—and do without things they need- for month, perhaps even years, after you have gone, just to get these bills paid off? (Old American Insurance Company)

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15 rivers to cross... and only 7 bridges! Here's how we were able to bring you.. The GRANADA! In spite of bandits, jaguars, baby dinosaurs and high water... at a price that will make a happy bandit out of YOU!

Your faith can move mountains... Start with this one please. (American Bible Society)

“It is unworthy of excellent men to lose hours like slaves in the labor of calculation.”  
Gottfried Wilhelm Leibniz (1646- 1716) (Hewlett Packard)

Now you can have your own personal “computer”! Introducing: The Hp-65 – The first and only fully-programmable pocket calculator that you can use to solve extremely complex, lengthy or repetitive problems in seconds—anywhere... anytime!

Do your Panty Hose make you feel pretty? Do they fit perfectly and wear and wear?  
(National Wholesale)

From one woman to another... Here’s one Fact of Life your mother probably never told you! (Bankers Life & Casualty)

I’m repeating this offer to you one last time. Please read the enclosed note from Mr. Calvin... there’s a good reason. (Calhoun’s Collector Society)

FOR STEAK LOVERS ONLY... USE THE ENCLOSED CHECK IN YOUR NAME -- in the amount of \$23.00 to get more than a 43% discount on your first box of succulent Omaha Steaks. Treat yourself to the world’s most tender beef, guaranteed to please you... at attractive, introductory savings. So please read this letter right now. If you love good steaks, you’ll find my story interesting—and my offer very tempting! (Omaha Steaks)

Have you heard of the miracle grapefruit? I am going to send you a package of them so you can enjoy them for Christmas and the Holidays. That’s right. I’m going to send you a package (with all charges prepaid) of 16 to 20 of these “miracle” grapefruit. In fact your fruit is ripening right now. These grapefruit are most unusual Not one man in a thousand has ever tasted one. They are so naturally sweet they don’t need any sugar. Each weighs a pound or more. (Frank Lewis)

How many of these common gardening mistakes are causing you to work harder than you really have to? (Organic Gardening)

Can you spot the five gardening mistakes here that make you work more and enjoy your garden less? (Organic Gardening)

You are cordially invited to receive a free Executive Portfolio with your name stamped in gold prepared by the editors of Business Week

Damn! (Business Week)

Enjoy food and drink? Enjoy discovery? Want to sample new dishes, new cuisine? Want to add more life, more style, to your lifestyle? Here’s the token that can help you. Send it back by return mail and you’ll get free—no cost, obligation or commitment—the current issue of a new magazine that’s dedicated to the innovative you. (Bon Appetit)

Before We Tell The World, We Want To Tell YOU! (Publishers Clearing House)

Trout Spoken Here. Also Bass. Salmon. And Bonefish. Crazy For Fly-Fishing? Send For Your Complimentary Issue Of Fly Fisherman—The Best Therapy For Victims Of The “Incurable Madness” Described Below. (Fly Fisherman Magazine)

If you want to live better... Don't mind hard work... Like to pay your own way... Let me ship you VOL. 1 of the exciting Popular Mechanics Do-It-Yourself Encyclopedia. And I want you to keep it. FREE! (Popular Mechanics)

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And never “surprises” you with an unexpected bill...

THEN PLEASE STOP READING HERE. (Ingham Hall, Ltd.)

There Are 9 Reasons... why you should mail the enclosed card to find out how you can replace your present telex equipment and enjoy greater speed, efficiency... and quiet! ... and it won't cost you one penny more than you are now paying! (Trans-Lux)

Dad told me, “Joe, always give the customers a little more than they pay for.” (Ace Pecan Company)

How long has it been since you took a good, hard look at the tools your salesmen are using? (R. R. Donnelly & Sons)

We'd like to send you a FREE portfolio filled with ideas on how you can increase the value of your promotional material. (R. R. Donnelly)

We can't make your property taxes go away... but we can help you avoid the nasty October surprise. (Community Federal Savings)

WHOEVER SAID THERE'S NO SUCH THING AS A FREE LUNCH DIDN'T KNOW ABOUT THIS LETTER. (The Alley Deli)

Since you're off to a flying start, ... why not start off flying smart? (AOPA)

Just suppose... that five years ago you had bought some well-located land. Think how different your life could be today...! (Robert Bartlett Realty)

DID I LOSE A LETTER FROM YOU? (The Presidential Card)

How would you rate a general... who rushed into battle without a plan? A general who squandered blood, sweat and tears without a blueprint? (Bache Financial Planning)

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Why The Beer From Here Is Better Than The Beer From There.

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Avis Is Only No. 2 In Rent-A-Cars. So Why Go With Us?

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Campbell's Chunky Soup. It Takes Care Of The Meanest Appetites.

2 Reasons Why Avis Is Still Number 2. (Hertz)

While Some Cars Could Make It To The Next Decade, Statistics Show Volvos Could Make It To The Next Century.

They Laughed When I Sat Down at The Piano. They Stopped When I Picked It Up. (Gold's Gym)

Now That There's A Computer You Can Actually Use, Here's How You Can Actually Use It. (Apple)

Who Says You're Over The Hill At 55? (Nike)

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How To Tease Him Mercilessly, Seduce Him Slowly, And Then Rock His World In Ways He's Only Dreamed About!

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Cancer In The Family? How To Outsmart Your Genes

12 Symptoms You Must Not Ignore

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100% Uncensored Sex Survey. 3,500 Guys Confess Their Raunchiest Romps, Most Mortifying Moments, And Biggest In-The-Sack Freak Outs.

One Night To Win Him Over—How To Be The First Date He'll Call Again... And Again