

How Good Headlines Improve Your Site & Build Your Business

The headline is unquestionably the most important element in advertising. Likewise-it is the most important element of a web page, email message or social media advert if you are trying to sell online.

The headline is the first words, phrase you begin your conversation with the customer or prospect. It grabs their attention and interest, it creates the hook.

The purpose of a headline is to grab your prospect's ATTENTION. When I say your prospect, I mean that your headline should zero in on precisely whom you want to reach your target market.

For example, if you want to reach homeowners, put the word "homeowners" in the headline.

The headline should serve as an ad for your ad. As an ad for the web page. As an ad for the product. It should tell the reader immediately and clearly the essence of what you're trying to say.

The headline should give the reader a Big Benefit or Big Promise. So, create a headline that tells the right people precisely the benefit and solution you're offering them.

Every headline or opening statement should appeal to the prospect's or reader's or listener's self-interest. It should promise him or her a desirable, powerful and appealing benefit.

How Many Words Should a Headline Contain?

There is no golden rule or limit... short or long is fine.

As long as it gets the attention of the right people and builds their desire to read more... then the headline is a winner.

Power Words Produce-Powerful Results

The two most valuable words you can ever use in the headline is "**free**" and/or "**new**".

You cannot always use "free" but if you try you can always use "new".

Here are 24 other powerful words that work wonders:

- | | | |
|----------------|-------------------|---------------------|
| 1: bargain | 9: just arrived | 17: miracle |
| 2: build | 10: important | 18: offer |
| 3: challenge | 11: announcement | 19: quick |
| 4: how to | 12: improvement | 20: easy |
| 5: now | 13: amazing | 21: simple |
| 6: announcing | 14: sensation | 22: powerful |
| 7: introducing | 15: remarkable | 23: wanted |
| 8: it's here | 16: revolutionary | 24: yes, absolutely |

Don't turn up your nose up at these clichés... they work.

FREE: Want more powerful words and phrases absolutely, click here: [365 Powerful Words and phrases](#)

Your Selling Promise

Always incorporate your selling promise into your headline. And make that promise as specific and desirable and advantageous to the prospect as you possibly can.

Research and testing has proven that positive benefit oriented headlines work better than negative headlines.

People are looking to gain more advantage, result, benefit, pleasure, or value, from their lives ... from their actions ... from their jobs or their businesses and definitely from their relationships.

Attraction of the Specific

Let us stop here to impress upon your mind how significant a part the "BEING SPECIFIC" plays in so many good headlines.

Good headlines contain specific words or phrases that make the ad promise to tell you: How, Which, Which of These, Who, Who Else, Where, When, What, Why. Also note how frequently exact numbers are used: number of days, evenings, hours, minutes, dollars, ways, types of something.

For example:

"We'll Help You Make More Money" is not as specific as "We'll Help You Pay the Rent".

What Kind of Rewards Do Good Headlines Promise?

Taking A "Negative" Approach

Negative headlines do work and in some cases the negative approach is best.

A headline should strike as directly as possible right at a situation confronting the reader. Sometimes you can do this with greater accuracy if you use a negative headline which pinpoints the reader's problem.

For example:

Are YOU Poor and Struggling to Pay the Rent?

For example:

Have YOU Been Worrying About ?"

Now, Let's Write a Headline for Your Business

It's easy. Start by asking yourself this question:

What are the key or primary reasons why your customers acquire, desire or seek your product or service?

In other words, what is the primary benefit or advantage or value or performance, result or improvement or reduction or advantage they end up receiving or getting when they use your product service or business?

You should have multiple answers to this question. When you get them, rank them by the most valuable and specific and the most frequently desired.