

100 Headlines To Model To Find Out The Headline That Will Work For You

A headline is the ad for the ad or sales letter.

The three most powerful words in a Headline: FREE... You... Your

A special realization from Dan Kennedy: By adding a s to a word in a headline -- it tripled the response.

"Put Music In Your Life"

(To)

"Putss Music In Your Life"

(The first headline implies you have to do something. The second headline implies that something is done for you.) This sample shows you how important a headline is. According to David Olgivy -- the advertising legend -- it's 90% of the ad.

You can use any of these or a combination of these for your headlines. Remember these four words:

- Offer
- Testimonial
- Pain
- Benefit

And here they are:

1. What 99% of All Carpet Cleaners Don't Know & Will Never Find Out About Marketing Secrets Of A \$100,000+ Yearly Income
2. To People Who Want To Stop Arthritic Pain --- But Can't
3. Make This 20 Minute Test -- Of An Amazing Arthritic Cream
4. Great New Discovery Kills Arthritic Pain -- In A Matter Of Minutes
5. Announcing... The New Discovery Of An Arthritic Cream
6. Secrets Of Killing Arthritic Pain
7. Announcing New Arthritic Pain Killer
8. Discover How To Rid Arthritic Pain -- For Good!
9. Now For The First Time, A Test Pain Killer For Arthritis
10. "How I Got Rid Of My Arthritis Pain In One Day"
11. Your Arthritis Pain Is Gone In 24 Hours... Or Your Money Back
12. Amazing Breakthrough In Killing Arthritis Pain

13. FREE Report Reveals Details On How To STOP Arthritic Pain
14. Do You Know How To Kill Arthritic Pain -- FREE Report Reveals Details
15. How Much Do You Know About Stopping Arthritic Pain?
16. How To Kill Arthritis Pain -- FREE Report Tells All
17. How Would You Feel If You Could Stop Your Arthritic Pain?
18. I've Got To Get This Off My Chest... Or I'll Explode
19. The Truth About Stopping Arthritic Pain
20. Amazing Cream Kills Arthritis Pain
21. They All Laughed When I Told Them My Arthritis Pain Was Going To Stop -- And When It Did...
22. (offer + pain + benefit) "I Like To Be Looked At. Love To Be Admired. But When I Weighed 350 Pounds People Looked At Me Because I Was Fat. And I Felt Horrible. Ten A Friend Told Me About Weight Loss. I Took advantage Of Their FREE 15-Day Trial Offer. And Now I Know that When People Look, It's Because They Like What They See. And At 150 Pounds, They Ought To."
23. (testimonial + pain + offer + benefit) "You Are In Default. Your Home will Be sold At Public Auction In Just 120 Days. That's Why You Need a FREE One Hour Consultation With Mortgage Specialist Jane Powers. She'll show You How You Can Keep Your Home -- Or Get Your Equity Out Before Your Home Is Sold At Public Auction."
24. What Everybody Ought To Know About.....
25. You're Probably Going To Be Broke At Age 62... You Deserve It!!
26. At Last An Amazing Breakthrough That Stops Arthritis Pain
27. Reasons Why It Would Have Paid You Answer Our Ad A Few Months Ago
28. FREE Report -- Tells You Why Your Arthritic Pain Can Be Stopped
29. You Can Laugh At Your Arthritic Pain... If You Follow This Simple Plan
30. When Doctors Have Arthritis... This Is What They Do
31. Thousands Now Have NO Arthritis Pain Who Thought They Had To Live With It Forever
32. "How A New Kind Of Arthritis Cream Improved My Pain In 20 Minutes"
33. WARNING: Do Not Hire A Home Improvement Contractor Until You Read This Ad (letter, listen to this FREE Recording, etc)
34. If You Are A _____, You Can _____.
35. If You Are A Non-Drinker, You Can Save 20% On Life Insurance
36. If Your Firm Uses "Temporaries" You Might Qualify For \$1,000 In FREE Services
37. Give Me _____ And I'll _____
38. Give Me Five Days And I'll Give You A Magnetic Personality
39. Give Me A Chance To Ask You Seven Questions & I'll Prove You Are Wasting A Small Fortune On Your Advertising
40. They Didn't Think I Could _____, But I Did
41. They Laughed When I Sat Down At The Piano -- But Not When I Started To Play
42. Come To Discount Widgets & Pick The Widget You Like, Then Use Our Phone To Call Around & Find The Best Price -- We'll Beat Their Price By

- 22%... Guaranteed!
43. Thousands (Hundreds) Now _____ Even Though They _____
 44. 55.4%of People Using Eddie's Arthritic Cream Stop Having Pain Forever!!
 45. 138,000 Members Of Your Professional Association Receive A Check From Us Every Month -- Even Though They Once Tossed This Letter Into The Waste Basket
 46. _____ Ways To _____
 47. 17 Ways to Increase New Patient Flow
 48. 23 Ways to Slash Your Equipment Maintenance Costs
 49. WARNING: Your "Corporate Shield" May Be Made Of Tissue Paper -- 9 Ways You Can Be Personally Liable For Your Business Debts, Losses, & Lawsuits.
 50. Who Else Wants _____?
 51. Who Else Needs An Extra Hour Per Day?
 52. How _____ Made Me _____
 53. How A "Fool Stunt" Made Me A Star Salesperson
 54. Are You _____?
 55. Are You Ashamed Of The Smells In Your Home?
 56. How I _____
 57. How I Raised Myself From Failure To Success In Selling
 58. How I Turned A Troubled Company Into A Personal Fortune.
 59. How To _____
 60. How To Win Friends And Influence People
 61. "Flag" How To _____
 62. For Busy Doctors: How To Educate Doctors In Half The Time
 63. For The Executive With Work Left Over At The End Of The Day: How To Delegate With Out Worry
 64. Secrets of _____
 65. One Time Seminar Reveals How To Double Your Business In 6 Months (Or Less)
 66. *"It's Just Not Professional".....*
 67. "They All Laughed When I Ran That Little \$40 Ad -- But When I Got 81 Leads...!"
 68. *Read why one of the top horticultural experts in America declared under oath: "This Is The Best Darn Tomato I've Ever Tasted!" And it's absolutely the easiest tomato to grow -----*
 69. Fun And Easy Ways To Earn \$500 Next Weekend
 70. Dead Doctors Don't Lie
 71. I Lost My Bulges... And Saved Money Too
 72. The Little Mistake That Cost A Farmer \$3,000 A Year
 73. Advice To Wives Whose Husbands Don't Save Money -- By A Wife
 74. Five Familiar Skin Troubles -- If You Follow This Simple Plan
 75. Which Of These \$2.50 To \$5 Best Sellers Do You Want For Only \$1 Each?
 76. Who Ever Heard Of A Woman Losing Weight -- And Enjoying 3 Delicious

- Meals At The Same Time?
77. Guaranteed To Go Through Ice, Mud, Or Snow -- Or We Pay The Tow!
 78. Today... Add \$10,000 To Your Estate -- For The Price Of A New Hat
 79. To People Who Want To Write -- But Can't Get Started
 80. "No More Back-Breaking Garden Chores For Me -- Yet Ours Is Now The Show-Place Of The Neighborhood!"
 81. Why (Brand Name) Bulbs Give More Light This Year
 82. How Any Auto Repair Job Can Be "Duck Soup" For You
 83. It's A Shame For You Not To Make Good Money -- When These Men Do It So Easily
 84. For The Woman Who Is Older (Younger) Than She Looks
 85. If You Were Given \$200,000 To Spend -- Isn't This The Kind Of (type of product, not brand name) You Would Build?
 86. "Last Friday... Was I Scared! -- My Boss Almost Fired Me!"
 87. Suppose This Happened On Your Wedding Day
 88. What Everybody Ought To Know... About This Stock And Bond Business
 89. Money-Saving Bargains From America's Oldest Diamond Discount House
 90. Former Barber Earns \$8,000 In Four Months As A Real Estate Specialist
 91. FREE Book -- Tells You 12 Secrets Of Better Lawn Care
 92. Greatest Gold-Mine Of Easy "Things-To-Make" Ever Crammed Into One Big Book
 93. NOW! Own Florida Land This Easy Way... \$10 Down and \$10 A Month
 94. Take Any Three Of These Kitchen Appliances -- For Only \$8.95 (Values Up To \$15.95)
 95. Save Twenty Cents On Two Cans Of Cranberry Sauce -- Limited Offer
 96. "One Place-Setting FREE For Every Three You Buy!"
 97. You Must Lose Up To 49 Pounds Or We Pay You \$14.00!
 98. The Fish Lure Guaranteed To Catch Fish
 99. Earn \$180 Per Roll Taking Photographs In Your Own Home
 100. How To Turn Your Spare Hours Into \$1,200 A Week
 101. They Told Him Salesmen Were "Born" -- But How He Makes \$100,000 A Year Thanks To This FREE Report
 102. "I Want Every Arthritic To Have A FREE Trial Sample"
 103. Major Arthritis Breakthrough
 104. "Women Are Breaking Down My Door To Get My Wrinkle Cream"
 105. Yours FREE From _____
 106. "1,001 Home Health Remedies"
 107. Will You Pay Half The Usual Price For White, Lovely Teeth?
 108. "If Soap Irritates Your Skin... You Are Using The Wrong Kind"
 109. Office Headache? -- Here's The Simple Remedy:
 110. Join NOW! -- And Get Your First _____ FREE!!

NEWS HEADLINES: You can add these to any headlines to make them stronger.

New

Announcing
Introducing
Finally
Just Released
Now
Now Available
At Last
