

Writing Effective Headlines

Written By: Chris Brewer,
TLI Faculty Member

KILLER HEADLINE

New Customer
social

It's All About The Headline

- Headlines Grab Attention
- Pull Your Reader Into Your Ad
- Can Make or Break Your Ad
- Should Hook The Reader Into Reading The Remainder of Your Ad

COMPUTER SLOW?

**BERKELEY RESIDENTS:
RECYCLE to WIN \$\$!**

**THE BEST JOB
IN THE WORLD.**



The Leadership Institute

Lighting the Way

"Inspiring Dreams, Realizing Potential"



3 Main Functions of a Headline

- 1. Grab Attention**
- 2. Speak Directly To Your Audience**
- 3. Deliver A Complete Message**



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1. Grab Attention

- **Eye-Catching**
- **Produce Intrigue**
- **Lure Your Audience Into The Ad**



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2. Speak Directly To Your Audience

- Written Directly For Intended Audience
- Imagine Your Ideal Customer
- Pretend To Write Directly To That One Person

SERIOUS ABOUT SOUND?
...Then Come ~~See~~ Us!
Hear

FREE INSTALLATION! WITH ANY PURCHASE!
\$50.00 VALUE!

QUEST INC.
9646 U.S. Hwy 301 South
(Conveniently located at Boyette Rd. & Hwy. 301)
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ALARMS	WINDOW TINT	TUNERS	SPEAKERS
with Remote Keyless Entry \$199.00 INSTALLED	WE USE ONLY THE BEST! 15% OFF	PIONEER Casette & CD Changer \$549.00 INSTALLED	12" Subs \$55.00 10" Subs \$45.00
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3. Deliver A Complete Message

- Provide A Reason To Keep Reading
- Justify The Time To Keep Reading

You Don't Know
HOT
Until Your A/C Breaks In Florida!

You Can Stay
COOL
All Year Round with Our 21 Point Checkup!

21 Point Tune-Up
\$55.00 Regularly \$115.00
SAVE \$60

We check everything that could possibly go wrong or is in need of a professional overview.

Our 21 Point Tune Up Special is worth your peace of mind that you or your family will never suffer the Florida heat.

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3 Types Headlines

- 1. Curiosity**
- 2. Benefit**
- 3. News**



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3 Types Headlines

1. Curiosity

- They work because a reader's curiosity is aroused so they are compelled to read further.

Examples:

"Is Your Accountant Trustworthy?"

"Does this Habit Inflict Your Marriage?"

"I Bet You Can't Answer This Question?"

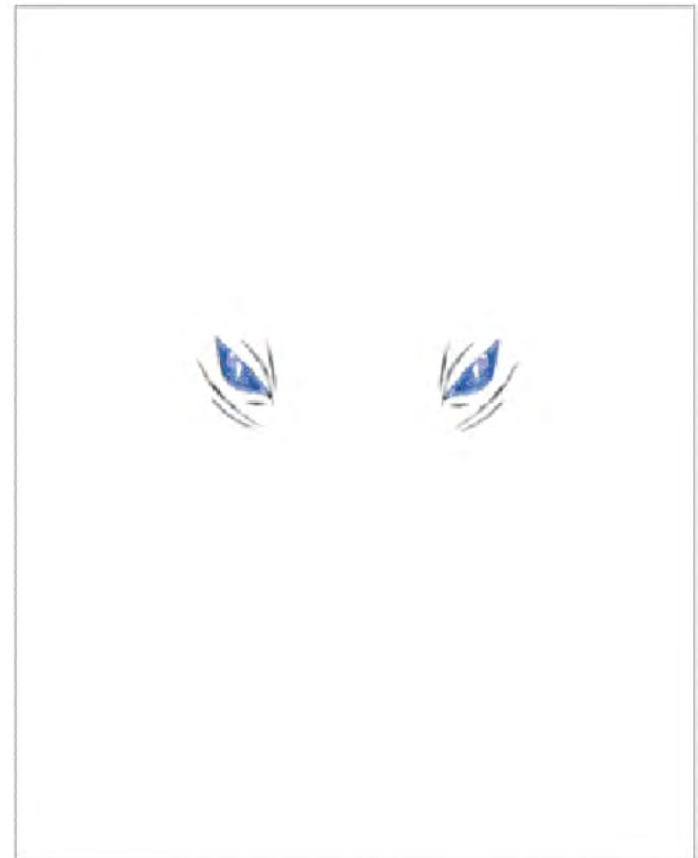


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3 Types Headlines

1. Curiosity Example



Can you see the alligator now?

Except for his baby blue eyes, this rare 10-foot alligator is as white as snow. So the only way to fully see him is to visit The Florida Aquarium. He'll be our special guest for the holidays. So bring the whole family to see Jose Blanco. His white color alone will really open some eyes.



701 Channelside Drive Tampa, Florida 33602 Phone: (813) 273-4000

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3 Types Headlines

2. Benefit

- **Benefits sell . . . features DO NOT! A successful benefit headline offers a powerful, compelling benefit to your product/service that the reader can't easily get somewhere else.**

Examples:

“Clean Your Breath While Cleaning Your Teeth ”

“Dry Up Your Allergies in 15 Minutes ”



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3 Types Headlines

3. News

- Normally used to introduce a new product or the improvement of an existing product. Includes words such as: **New, Announcing, Introducing, Finally, Just released, Now, At last.**

Examples:

“A New Diet That Burns More Fat Than Others on the Market”

“Announcing a New Cure to Male Baldness”

“Grand Opening Announced...”



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How To Write Killer Headlines

- **The 4 U's To A Killer Headline**
 - 1. Unique**
 - 2. Useful**
 - 3. Ultra-Specific**
 - 4. Urgent**



1. Unique Example

- **Your Headline Needs To Say Something That Is Different**
- **It Can't Be The Same Old Thing**



2. Useful

- **Your Headline Has To Have Value**
- **Give People A Reason To Be Interested In Your Product/Service**



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3. Ultra-Specific

- Be As Specific As You Can
- Narrow Your Message To Just One Idea



Smoked To Perfection!

Now Open Mondays for Lunch!
11AM - 2:30PM

Enjoy The Taste That America Has Always Loved!
The Taste Of Real Pit Barbecue!



UNCLE RODNEY'S RIB HOUSE
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Closed Sunday

Ribs • Beef • Pork
Chicken • Sausage

"If you don't see a pile of wood outside a barbecue restaurant...
...it's not worth stopping by." -Uncle Rodney

<p>Buy a Pork Sandwich & a Drink and Get 2nd Pork Sandwich FREE!</p> <p>UNCLE RODNEY'S RIB HOUSE Dine-in or Take-out only. One coupon per customer visit. Must present this coupon. EXPIRES 00-00-04</p>	<p>Rodney's Special • 1/2 Slab of Ribs • 1/2 Chicken • 3 Pint-Sized Sides • Bread & Sauce</p> <p>\$15⁹⁹ only</p> <p>UNCLE RODNEY'S RIB HOUSE Dine-in or Take-out only. One coupon per customer visit. Must present this coupon. EXPIRES 00-00-04</p>	<p>Combo Packs 1 Slab Ribs • 1 Chicken • 3 Pint-Sized Sides • Bread & Sauce</p> <p>\$27⁹⁵ only</p> <p>UNCLE RODNEY'S RIB HOUSE Dine-in or Take-out only. One coupon per customer visit. Must present this coupon. EXPIRES 00-00-04</p>
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10% Discount To Military, Police & Firefighters with ID!
Excluding ads, specials, promos & lunch specials. Expires 00-00-04



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4. Urgent

- Create Urgency
- Get Immediate Customer Action
- Highlight The Benefit Of Immediate Action



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Don't miss this opportunity to save!

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Warranted for as long as you own your home!

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3/23/07 2:18:57 PM



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How To Write Killer Headlines

- Tap Into The Prospect's Emotions
 - More Often Than Not, People Buy Based On Emotion

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How To Write Killer Headlines

- **Include Major Benefits**
 - **What Benefits Do You Offer?**
 - **Price Reduction, Coupon Incentives, Immediate Satisfaction, etc.**
- **Do Not Just Provide A Feature Of Your Product.**



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Major Benefit Example



Lose 20 lbs for \$20*
*Plus the cost of food.

Join NOW ▶

I've just lost
50 lbs.[†]
That's half a supermodel.

Before After

†Clients following our program, on average, lose 1-2 lbs per week.



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Include The “Why” & “How”

- **“How” Tells The Reader Something They Didn’t Know Before**
- **“Why” Implies That There Is A Valuable Piece Of Info Being Offered**



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Asking A Question

- **Immediately Makes It Personal To Your Reader**
- **Gets Them Thinking Of Themselves & Their Needs**



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Asking A Question

- **Who else wants a Hollywood figure?**
- **Is the life of a child worth a dollar to you?**
- **Is your home picture poor?**
- **How much is that old car costing you?**



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Combining Asking A Question With Why/How

EXPECTING A TAX REFUND?

GET YOUR TAXES DONE WITH NO MONEY UP-FRONT!

Receive refund in as little as 8 days.*



* Depending on disbursement and IRS funding which may range from 8-15 days. Refund Transfers are a bank product offered by University National Bank, Member FDIC. Tax refund and e-filing are required in order to receive Refund Transfer. Bank fees apply. Product terms and conditions are subject to change without notice. Ask your preparer about other IRS e-file options.



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Creating a “Swipe File”

- **Store And Keep Record of Headlines You Like In Your “Swipe File”**
- **You Cannot Steal Them, But You Can Use Them For Ideas & Inspiration**
- **Categorize Your “Swipe File” By Industry Type And/Or Headline Type**



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“Swipe File” Ideas

- **“Caught soon enough, early tooth decay can actually be repaired by Colgate.” - Colgate**
- **“What in the world is wrong with me?” – Prevention Magazine**
- **“Try burning this coupon.” – Harshaw Chemical**
- **“Finally, a Caribbean Cruise as good as its brochure.” – Norwegian Cruise Line**



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Before

A Day of Delight Spas

Don't
Forget
Mom on
Mother's Day
May 8th

All

Services include:
champagne, wine,
exotic teas and
gourmet desserts

SPA SERVICES

Massages • Facials
Waxing
Microdermabrasion
Chemical Peels
Inch Loss Wraps
Body Scrubs

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Manicures
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and Shower Party Packages



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a Mother's Day Spa
Package. Session
must be booked by
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MOMMY & ME TIME

FOR MOM

Any One-Hour Spa Service

only **\$49**

FOR ME, A Sweet Kid to Spoil,
cappuccino, Manicure, Pedicure, Pedicure,
Tanning, Scalp Massage & Premium
Tea/Asian & Cookies

only **\$39**

Gifts valid at participating Waterfront spas. Excludes spa services. Expires 5/31/11. See us for details.

QUALITY TIME WITH MOM

Your Choice of A Luxurious One
Hour Massage OR Fabulous Facial,
Lavender Hand Paraffin, Freshly
Prepared Hand & Toe, Spa
Breakfast, Luncheon or Late Dinner,
Exotic Teas & Fresh Prepared
Desserts

only **\$149**

Gifts valid at participating Waterfront spas. Excludes spa services. Expires 5/31/11. See us for details.

MOM'S HALF DAY RETREAT

Approximately 4 hours of Pampering
That Mom So Much Deserves!
1 Hour Luxurious Massage, Our
Signature Spa Facial, Rose Petal
Manicure, Paradise Pedicure, Spa
Deluxe Luncheon & Fresh Prepared
Desserts, Exotic Teas, Wine &
Champagne

only **\$199**

Gifts valid at participating Waterfront spas. Excludes spa services. Expires 5/31/11. See us for details.

Signature Spa Facial

Signature spa Facial, upper body
massage, herbal hair treatment

only **\$89**

Plus a \$ Five take home skin
care kit. A \$79 value.

FREE!

Complete Package Value \$179!
Gifts valid at participating Waterfront spas. Excludes spa services. Expires 5/31/11. See us for details.



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After

I REDUCED MY WRINKLES AND SAVED MONEY AT THE SAME TIME!

Don't Forget Mom on Mother's Day May 8th

All Services include: champagne, wine, exotic teas and gourmet desserts

SPA SERVICES
 Massages • Facials
 Waxing
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 Body Scrubs

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 Spa Pedicures
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MOMMY & ME TIME
FOR MOM
 Any One Hour Spa Service
 only **\$49**
FOR ME, A Sweet Kid to Feed,
 Organic Mercurio, Therapeutic Pedicure,
 Tingle Soap Massage & Premium Tea/Lean & Cookies
 only **\$39**

QUALITY TIME WITH MOM
 Your Choice Of A Luxurious One Hour Massage Or Fabulous Full Lovelier Hand Padded, Freshly Polished Hands or Feet, Spa Breakfast, Lunch or Lite Dinner Exotic Teas & Fresh Prepared Omelets
 only **\$149**

MOM'S HALF DAY RETREAT
 Approximately 4 Hours of Pampering That Worn So Much Deserves!
 1 Hour Luxurious Massage, Our Signature Spa Facial, Rose Petal Manicure, Full Day Pedicure, Spa Deluxe Lunch and Fresh Prepared Desserts, Exotic Teas, Wine & Champagne
 only **\$199**

Signature Spa Facial
 Signature Spa Facial, Upper Body Massage, Herbal Foot Treatment
 only **\$89**
 Plus a 5 Piece Spa Home Skin Care Kit A \$79 value
FREE!
 Complete Package Value \$179

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ST. LUCIE WEST - 250 NW Peacock Blvd. Attached to Gold's Gym (772) 446-7444



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The Do's & Don'ts

Do's

- **Feature your most important announcement or benefit**
- **Involve your reader**
- **Be positive**
- **Be clear and understandable**
- **Make a compelling point**

Don'ts

- **Try too hard to be clever or funny**
- **Tell the entire story**
- **Be negative**
- **Exaggerate or make outrageous statements**



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Workshop: Headline Templates

- 1. Who Else Wants _____?**
- 2. The Secret of _____?**
- 3. Here is a Method that is Helping _____
to _____?**
- 4. Little Known Ways to _____**
- 5. Get Rid of _____ Once and for All**



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Workshop: Headline Templates

6. Here's a Quick Way to _____

7. Now you can _____

8. _____ like _____

9. Have a _____ you can be Proud of

10. What Everybody Should Know About



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Thank You!

**Written By: Chris Brewer,
TLI Faculty Member**

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**New Customer
social**