

# Attention Grabbing Headlines!

How to write headlines that grab your readers attention and  
force them to read your website

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# Attention Grabbing Headlines

The headline is the very first thing that your visitor sees when they arrive at your website. Get it right and your site is transformed into a money making machine, get it wrong and your visitor will be 'back to Google' in a flash. The quality of your headline can make or break your business. This short guide will get you started on the path to writing killer attention grabbing headlines... but, as with most things in life, practise makes perfect.

It is said that an advertisement can't force your reader to buy, but it can definitely make the purchase seem more appealing. Headlines that appeal to the reader's self-interest, are newsy, offer new twists on familiar sayings, and evoke curiosity and great ways to lead your reader into your copy.

David Ogilvy says, copywriting means writing to sell. And up to 80 percent of your selling is done through the headline. You must find a way to get your reader's attention by writing a great headline.

You must let the reader know, right from the start, what's in it for them. You must let them know that your website can solve their problem, FAST!

## Who is your target audience?

You need to be aware of the person you want to talk to. Readers want to know: what's in it for me? A headline should tell the reader: "Hey, stop a minute! This is something **you** want!"

For example...

Trade in your computer for the fastest desktop in the world.  
(Headline promoting the Power Macintosh G4.)

This headline instantly appeals to the reader. They know it's for them and it causes them to stop and read, because it's something that they want.

You have to say something meaningful to the person or group of people. Let them know right from the start that they are your target audience and that your product is what they are looking for.

## **Grab your readers attention**

Catch your readers interest. How? Evoke curiosity that makes them want to read further.

A classic headline that does this incredibly well is 'Are your making these 5 common mistakes in English?'

As soon as a person reads this they instantly want to know what the 5 common mistakes are, and if they are making them. It's so difficult for anybody to pass up on reading further!

Think of how this headline can be adapted to suit your business. Classic headline templates such as this one are proven winners and can be adapted quickly and easily to suit almost any business or service.

Here's a few variations on this classic headline...

- Are you making this one killer mistake on your website that is proven to reduce sales?
- Are you making these common mistakes when approaching a girl that gets you 'friend-zoned' before the first kiss?
- Are you eating any of these 5 fat gaining foods that are ruining your efforts to lose weight?

These headlines have another common factor that is really powerful. They talk about avoiding a pain (instead of moving towards a pleasure). You can motivate people in two directions. You can offer them something they want and encourage them to move towards it, or you can scare them with something they don't want and they'll take action to avoid it.

I've always found that 'away motivation' will get a person to take action much more often than 'towards' motivation. Think of it this way.... You can motivate a donkey to move with a carrot or a stick... but the carrot only works if the donkey is hungry!!!!

## **Use Specific Numbers**

Using very specific numbers is a classic way to grab peoples attention. It promotes sincerity and makes your headline appear much more believable.

A common way to do this is to say how many of your customers would recommend your product (but obviously this only works if that number is impressive!!!) The most famous example of this was during the 1990's for a catfood product. The slogan became so famous that it's now been adapted into the name of the TV show '8 out of 10 cats'.

Another really interesting play on using numbers was for an advert promoting the Malayala Manorama Newspaper. The headline was alongside a picture of the Eiffel Tower. It stated that they sold a record breaking 1 million copies daily! And stacked up on top of each other that would be 10 times as high as the Eiffel Tower!

That's a really powerful image which communicates that the newspaper is obviously very popular. This encourages the reader to ask themselves why so many people already buy it. And they come to the conclusion that if so many other people like it then they probably will too.

Here are a few more examples of headlines with specific numbers..

- The 19 Power Principles of Marketing that You Won't Learn at Harvard Business School
- You have 100 of reasons to build a Sybase Enterprise Portal. Any 2 thought to be enough.

## **Using Testimonials**

You can use a testimonial in your headline if you have a good one. This doesn't have to be a comment from a customer it can be a fact statement about your business, such as "Man's oldest institution. Celebrated with Remond since 1925."

A genuine testimonial headline can have a fantastic impact on sales. It really speaks directly to the reader and it tells them that your product has worked for somebody else just like them!

It's also a really easy and powerful way to make yourself look good without 'blowing your own trumpet'. Everybody will be more impressed if somebody other than you is saying your great!

### **Speak directly to your target market**

A great way to let people know that they are in the right place is to begin your headline with an attention grabber that targets your specific market.

This can be as simple as saying 'Moms Look!' or 'Only for people that are serious about starting a business from home.'

By doing this you can instantly communicate to your reader that the content of your page is relevant to them and you are not going to be wasting their time.

### **Practise is key**

The way to get really good is to write LOTS of headlines. The sooner you get that done, the sooner you will become great at writing headlines. Chet Holmes, a 25-year martial artist and master marketer and business builder, teaches that you get great at each action by doing that one action over and over.

Whenever I am writing a headline for anything I open up a blank document and write out at least 50 headlines before I even consider a winner. I don't hold back at all, some of them are ridiculous but they open up my mind to think in new ways. Usually, by the time I get to about headline number 30 I hit on a killer that ends up being my winning choice. But without first exploring other possibilities I'd never get there. It's very rare that your first headline is the best one... or even the first 10 or 20!

Just grab a pen and write... don't worry about how bad they are just write! Your creative juices will soon begin flowing. And if you get stuck, then just look at other people's headlines and ask yourself how you can

adapt it to suit your business. Most headlines can be tweaked to suit any product so it's very easy to look at what is already working and copy that. You don't have to reinvent the wheel!

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