

Special Report



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NOBODY CARES as much about selling your book as you do. AND, nobody cares about buying it until you make them care. So, using the best marketing methods you can is crucial to your success. You need to drive traffic – the RIGHT kind of traffic - to your sales page. But, you can't do it with just any old headline. Turn Heads. Save yourself from boring headlines that do not get any attention.

Irresistible Headlines

**Everything you need to know about writing headlines for
Social Media Marketing Success**

plus...

**31 Headline Formulas
You Can Adapt to Sell Any Book on Any Subject**

Section One: HEADLINE CATEGORIES

Simple Headlines

This headline is the most basic, but it doesn't mean it's not effective! The only thing you need to do is write your **#1 benefit** right up front. Tell your prospects exactly what's in it for them. Simple headlines are the easiest to write because it is just your best product benefit.

**This Amazing Secret Will Save You a Fortune on Your Taxes
You Can Take Three Strokes Off Your Handicap in One Hour
Lose 25 lbs in 7 Days!**

How-To Headlines

This headline is frequently used to sell information products because it gets right to the point.

**How to Earn...
How to Quickly and Easily...
How To Make Money...
How To Avoid Depression...
How To Conquer Low Self Esteem...
How To Improve Your Reading...
How To Enjoy Life...**

Discount Headlines

This headline is exactly what it sounds like...It's an announcement of a Sales Discount. Whenever you write a discount headline you must include the reason **WHY** you are offering such an awesome deal.

**Our Buyers Mistake Is Your Good Fortune
Save 50% On New Salesman's Samples
50% Savings We have To Make Room For New Inventory**

News Headlines

Why do people read the papers? Is it for the ads? Not unless they're like me, it's for the news. So, put news value in your headlines. The News Headline is best used for a brand new product or a revolutionary new system of doing things. I also like it for advertising in newspapers specifically because it has a **NEWS** feel to it.

**Announcing New Sure-Fire 12 Step Secret System...
Revolutionary New Product Helps...**

Guarantee Headlines

By putting your guarantee or your offer, right up front, it can often increase your response rate dramatically.

**100% Guaranteed Way to Relieve Your Stress By 232% In
7 Days or Less or Your Money Back, No Questions Asked!**

**Earn Up To \$345 Daily Before Lunch or
Your Money Back, No Questions Asked!**

Testimonial Headlines

Testimonial headlines work best when the comments you use are quite different from most other testimonials you see around. They're the actual words of a satisfied customer, so testimonials carry the benefit of instant rapport and increased believability with new prospects.

*The XYZ Company Changed My Life by..
I Was Skeptical At First, But After Just Three Weeks...
I've Have Know About This For Year;, I Wish I'd Acted Sooner*

Question Headlines

You need to ask questions of the prospect that make her want to read on in order to discover the ultimate answer. Questions that are of particular interest to a targeted audience are even more involving for those readers to whom the message is directed. The purpose is to get the reader to quickly assess his situation or to start to think about his current condition.

Involve them and they'll be drawn inside (If you build it...they will come)

**Would you like to...?
Do you know how to...?
Are you sick and tired of...**

I recommend you try using this type of headline in your ads. It can work wonders, but ONLY if you know exactly what your prospects are thinking. Be brave. Be bold. Give it a try!

Problem & Solution Headlines (aka the "Scary" Headline)

This type of headline can be EXTREMELY powerful, and just as tricky. You use it to **shake your prospects out of their comfort zone** and make them feel the pain of their situation. Then...you give them your answer. (Clever you

Sometimes people refer to these types of headlines as **negative headlines**, but whatever you want to call them, they work. FEAR is the most powerful motivation you can use, if you use it correctly.

Fear often has to do with the **loss of**

Sex appeal
Friends
Youth
Money
Health
Jobs
Status
Family
Home

Beyond these common fears, your targeted market might even have other specific fears to work on. (Teens worry about **peer acceptance**, for example.)

If your product or service is designed to meet your prospects' needs, then you will sometimes have to jar them out of their complacency by using fear as a motivator. Open the eyes of your prospects to their painful situation. (Remember what we said early about pain and pleasure?) Then, show them how **easy** it is to receive the answer they need to solve their problem(s).

**What Would Happen if Your Home Were Invaded?
 If You Own an ARF Security System, It Never Will**

**I Never Thought This Would Happen to Me
 But Because of Helping Hands Food Program, My Family and I Will Be Fine**

**What Would Happen to You If You Lost Your Job Today?
 Let Fidelity Insurance Give You The Security You Need.**

**Don't Let A Migraine Keep You Down! Call Dr. Doktor To
 Eliminate Your Pain Forever.**

If you understand your prospects, there isn't a more powerful type of headline than the problem-solving headline. Put a sense of urgency in your problem-solving headline.

Use words like **now**, **finally**, and, **at last**.

Section Two: HEADLINE TEMPLATES YOU CAN USE

1. How to _____ So that You Can _____
2. The Best Kept Secret in _____
3. A Quiz: Test Your _____ Smarts
4. Announcing _____
5. Discover the 7 Essential Elements That Guarantee _____
6. Finding the _____ That is Uniquely You
7. Good News for _____
8. How to Bounce Back from _____
9. How to Get Other People to _____
10. How to Handle _____
11. How to Make _____ Work for You
12. How to Make Your _____ Dreams Come True
13. How to Turn _____ into _____
14. Mastering the Art of _____
15. No More _____
16. Part-Time _____, Full-Time Success
17. Questions and Answers About _____
18. Straight Talk About _____
19. The Amazing Solution for _____
20. What's HOT and NOT in _____
21. _____ and Grow Rich

22. _____ on the Cheap
23. 7 Ways to Get More from Your _____
24. 7 No-Fail Strategies for _____
25. 7 Secrets to Successful _____
26. 7 Ways to Jump-Start Your _____
27. 7 Questions You Must Ask When You're _____
28. 7 Tactics to Open Up _____
29. 7 Tips That Will Make a _____ Smile
30. 7 Time-Tested Tips for Becoming a _____
31. 7 Quick _____ Tips to Use Now To _____