

# The Art Of Crafting Headlines That Make You Stand Out From The Crowd

This content is based on work done by Brian Clark and Sonia Simone at [www.copyblogger.com](http://www.copyblogger.com).

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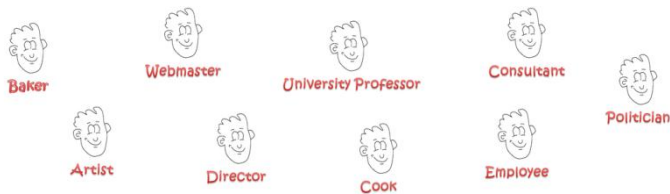
Did you know that on average 8 out of 10 people will read your headline, but only 2 out of 10 will actually go on to read the content you have so carefully prepared?

In today's tutorial you'll discover 5 sure-fire headlines that work!

So, what exactly is a headline?

A headline is a promise to your audience. It's the benefit you'll deliver in a written document or an online video – in exchange for your reader's valuable time.

And perhaps you don't realize... whatever your job and responsibility...



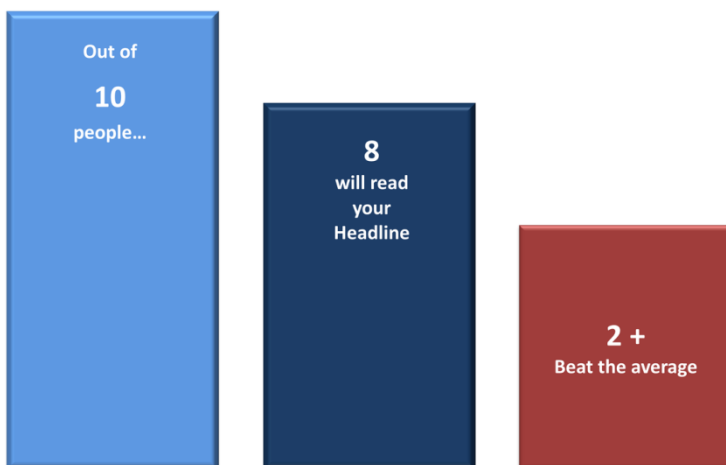
Yes – you write headlines more often than you think!



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I hope this video will encourage you to look at crafting your headlines in a new way.

Because, when your headlines resonate with your clients, they increase the odds of beating the averages...



*and* make you achieve your ultimate goal: getting the largest number of people to take action, and give you the results you need.

### Your Ultimate Goal



### The HOW TO's – Surefire headlines no. 1

It's been said that it is almost impossible to write a bad How To headline. But what comes after these 2 magical words can make all the difference. See for yourself...

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- How to save time and get things done (Time Management Coach)
- How to get a better job and make more money (Headhunter)
- How to live well and retire rich (Financial Advisor)

### The LISTS – Surefire headlines no. 2

This type of headline builds on your authority and demonstrates mastery in your area of expertise. Here are three examples

- Do you recognize the 7 early warning signs of high blood pressure?
- There are 6 types of Investors – which group are you in?
- Our free book tells you 12 secrets of better lawn care

So, ok - you are seeing too many of those how to and list headlines and want to try a few different angles. Let's add some more headline templates to your attention-grabbing arsenal.

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