

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.

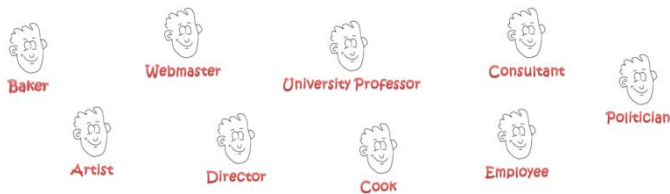
Did you know that on average 8 out of 10 people will read your headline, but only 2 out of 10 will actually go on to read the content you have so carefully prepared?

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

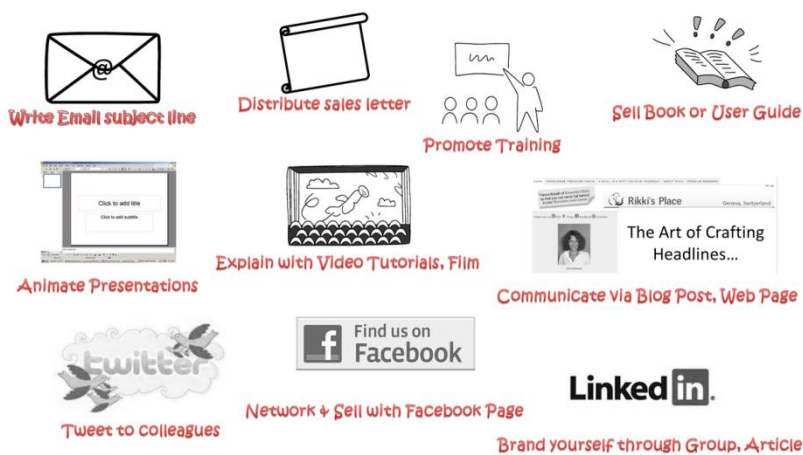
So, what exactly is a headline?

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...



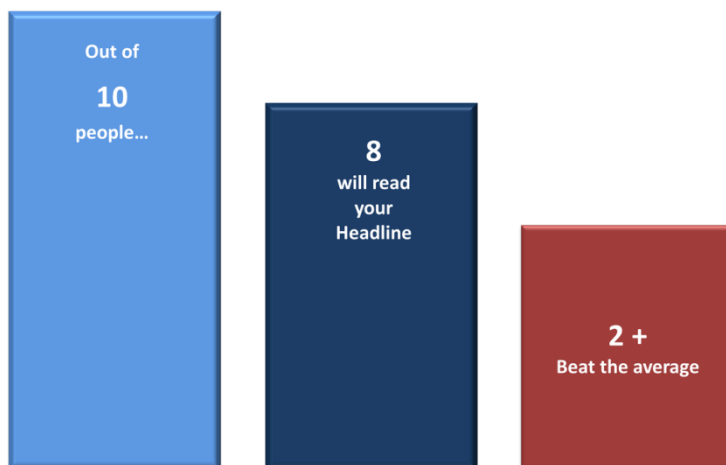
Yes – you write headlines more often than you think!



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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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