



“24 Rules to Live by When Writing Headlines”

- 1) *Curiosity provoking headlines should be avoided.* Headline-pulling power can be created by combining self-interest with curiosity. Curiosity by itself will not do the job.
- 2) *Your headline should express the main idea clearly.* If it takes several words to express complete idea, don't use less.
- 3) *Offer something a targeted reader wants badly.* Make your offer in simple language. Capture the attention of your customer's interests by offering something they want and need in clear and simple English.
- 4) *Comic-laced, clever headlines should be avoided.* Amused readers aren't necessarily buying customers.
- 5) *Avoid solemn or negative headlines.*
- 6) *Write self-interest into your headlines.* Your headline should **offer** something to the reader that he wants. Make a promise.
- 7) *Make a headline absolutely believable.* Use facts to keep your claims credible; don't make subjective claims without backing them up.
- 8) *After writing several or more headlines, select the best one.*
- 9) *Don't let a graphic artist or printer decide which words in your letter should be emphasized.* Graphic artists are more concerned with how something looks, than how it reads.
- 10) *Get “new” or “improved” news into your headline.*



- 11) When you write your headline, ask yourself what word or group of words will make readers act.
- 12) *An advertisement must have a headline.* People must be given a powerful reason to read your copy. An ad or sales letter without a headline is like a delivery truck without a sign. People will know it's a delivery truck but they won't know what they're selling.
- 13) *Your copy contains useful and valuable information; your headline should say so.*
- 14) *If there is a **quick and easy** way for the reader to get what he wants, your headline should deliver that message.*
- 15) *Avoid headlines that paint the negative side of a picture.* Always project the bright and cheerful angle of your offer.
- 16) *If you emphasize certain words in a headline, be sure they are words that communicate a benefit or unique value.*
- 17) *Look through magazines and other trade publications to discover great ideas. Focus on headlines that are being run consistently and successfully. Review the 100 greatest headlines of all time, [just click here](#).*
- 18) *Use a main benefit to grab the attention of your targeted audience in your headline. Make sure to learn the [difference between a feature and a benefit](#) and write about benefits.*
- 19) *By using large "Bold" type you can better attract the targeted group of people who will most likely be interested in your offer.*
- 20) *Don't attract the wrong audience with your headline.* A simple way to know what your customers want is to survey your existing customers to see what attracted them to buy.



- 21) *Avoid writing unclear, "hard-to-understand" headlines.* People will generally not take the time to figure out what it all means.
- 22) *Once your headline is written, get some feedback by showing your headlines to others.* Sometimes they'll notice something very important you may have completely missed.
- 23) *Don't assume people won't read long copy or headlines.* They will as long as you keep it interesting! The advertising rule of thumb is this: Use short copy to produce inquiries, and long copy to produce orders. If "inquiries" is the purpose of your ad, then write short copy. On the other hand, if you want orders, provide all the information a buyer needs to make a wise buying decision. Give buyers what they need and want... lots of information-packed details.
- 24) *Even with the greatest headline, you must tell a prospect what to do.* Make it easy for a customer to order. If your ad or sales letter is confusing, you may lose an order.

By Dan Jeffreys, Creator of "[90-Day Affiliate Millionaire](#)"