

SUBJECT: 5 Hypnotic Words for Your Headlines

Hello [name],

Eldo here again from Arrow Adverts.

Remember the 3 Gary Halbert ads we looked at in headline secret 3, "Why These 3 Ad Headlines Worked"?

Here they are again:

1. "How To Fly To Hawaii For Free!"
2. "The Amazing Facelift In A Jar Used By Hollywood Stars Who Don't Want Plastic Surgery!"
3. "The Amazing Fighting Secret Of A Very Deadly Mexican Who Doesn't Want Anybody To Ever See His Face!"

Let's look at the words Halbert uses that make these ads so compelling.

Headline 1 has the time-honoured "How To" formula for writing headlines.

If you're ever stuck for an idea of how to start your headline, start with "How To".

In his book "Magic Words That Bring You Riches", millionaire ad man Ted Nicholas begins 20 of his 46 chapters with "How to".

Nicholas says, "The safest headline begins with 'How To'.

"It immediately appeals to the reader's self-interest, it piques curiosity.

"If the benefit is powerful, the reader will move on to the body copy. You are involving the reader immediately."

He goes on to say there are over 7,000 books in print with titles that start with "How To".

Back to Halbert's three headlines...

He uses "amazing" in two of them.

This is also one of Ted Nicholas's 27 favourite headline words.

Other power words in Halbert's headlines are "free", "Hawaii", "Hollywood stars" and "secret".

So, five words to use in your ad headlines: "how to", "amazing", "free" and "secret".

Watch your email inbox for Headline Secret 5, arriving in a few days' time: "5 Headline Writing Formulas".

Kindest regards,

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PS:

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