Info Sheet – Headline Starter List

If you need a good headline, test & measure one of these.

(Underlined words represent the headline started being demonstrated)

**Test & Measure**

80% of all marketing fails, your mission is to find the 20% that works. By testing and measuring the response rates to individual ads you will be able to determine this.

Test a number of headlines in the most cost effective ways possible and then develop the ad from there.

* Here’s How You Can Reduce Your Gas Bill NOW
* Here’s How To End Your Money Worries …
* How YOU Can Get a Better Position
* Here’s How To Keep Your Husband Home … and Happy
* 5 Reasons To Try XYZ Products
* 5 Ways To Increase YOUR Business Profits …
* 7 Reasons To Call Us Before You Purchase An Air Conditioner…
* Introducing A Special Gift For a Special Time of the Year…
* Introducing a New Way to Save Money on Gas Appliances…
* Announcing a Great New Car
* An Important Announcement to Homeowners …
* Finally an Exciting New Look That Isn’t Retro Anything …
* New Progresso 100% White Meat Chicken Soup…
* New Black & Decker Electric Drill …
* Now in Paperback
* Now … Learn Both Ways To Write For Publication
* Now … Save Even More on Heating Costs …
* At Last! A Steam Iron with a “Magic Brain”
* At Last – You Can Drive All Over the US With One Easy-To-Follow Road Atlas
* At Last – A Toothbrush Guaranteed for 6 Months
* Beginning June 1 … Low Summer Rates at the Miami Biltmore
* One Day Only. Sunday, August 17th 4:00pm to 6:00pm
* Why GE Bulbs Give More Light This Year
* How To Keep Ahead This Summer
* Better Hearing Is Suddenly Here
* Comfort, Warmth, Quiet and Safety. A Remarkable Heater.
* A New Booklet Announcing
* Guaranteed 17-Jewel Quality Watches … $16.95
* Would You Spend $5 to Fell Like a Million?
* “Killer $5000 CD Player”
* Pigskin Executive File Case $19.80 (Reg. $35)
* Double the Trade-In Value on Your Fur
* Special ½ Price Introductory Offer… 8 Months $8
* Order Now … Pay After January 10
* Only $2 A Week Buys This New Cassette Player
* No Money Down … Easy Payments When You Buy Cyclone Fence
* Free 10-Day Trial Of Three-Record Album
* Free Trial Lesson
* Free Consultation
* 100 Free Haircuts. If You’re Free Saturday, So Are We.
* How I Earn My Living In 4 Hours a Day
* “How Do I Connect My Business To The Internet?” 1-800-827-ETC
* How This New Invention Is Revolutionizing Concrete Construction
* Why These Vitamins Can Make You Feel Peppier…
* Why Your Feet Hurt
* Which is The Best Battery Value For Your Car?
* Which of These Five Skin Troubles Would You Like To End?
* Do You Have These Symptoms Of Nervous Exhaustion?
* Who Else Wants a Whiter Wash – With No Hard Work?
* Who Else Has Hair That Won’t Stay Combed?
* WANTED: Man or Woman With Car To Run Store On Wheels…
* Wanted. Autographs And Historical Documents
* Wanted – Your Services As A High-Paid Real Estate Specialist
* This is the Quietest Dishwasher In America…
* This Holiday Season, Stay Away From Relatives
* Because YOU Deserve More From Your Business
* Because Your Pet’s Quality of Life Is Important To You
* If They Gave Awards For Cash Management, We’d Be Thanking The Academy
* If They Ever Built An Autobahn Stateside, You’ll Be Ready
* If You Think The Ultimate Speaker System Would Have a Subwoofer, You’re Half Right…
* If YOU Think You Can’t Afford <Product/Service>, You Haven’t Checked <Special Discount/Terms etc>
* Advice to a Young Person Starting Out In Business
* Advice To Husbands
* Why I Cried After The Ceremony
* “Do You Have Any Idea How Much Fat Is In This Creamy Chocolate Pudding? None.”
* Can Your Scalp Pass The Fingernail Test?
* Can Your Kitchen Pass The Guest Test?
* A Test Of Your Writing Ability
* I Guarantee You Results Worth $2000 in One Year
* Considering What Runs Through Your Sewer Pipes, It’s a Good Thing You’ll Only Have To Touch Ours Once
* To A $25,000 Man Or Woman Who Would Like To Be Making $50,000
* To Home Owners Who Want To Cut Gas Bills
* Nobody Makes The Net Easier Than XZY Company
* Grow Up. Not Old.
* What Good Is a Frequent Flyer Program If The Miles Take Off Before You Do?