

30 Second

HEADLINE GENERATOR

6 Different POWERFUL Headlines

You Can Create In 30 Seconds or Less



Ready for a scary statistic?

8 OUT OF 10 PEOPLE

NEVER MAKE IT PAST THE HEADLINE.

(That's 80%!)

Yikes.

This is what you **REALLY** need in order to sell

You can have the best offer or product in the entire world... if people don't know about it, you're not going to sell a single thing. That's what direct response copy is all about ... getting attention on your offer.

It ALL starts with the headline. If that doesn't grab your prospects attention, you're dead in the water.

**The success of your marketing hinges
on the power of your headline!**

**THIS 30 SECOND HEADLINE GENERATOR
WILL HELP YOU GET
EYEBALLS ON YOUR OFFERS.**

On the next few pages, we'll walk you through how you can develop your own powerful headline in 30 seconds or less after you've answered a few simple but important questions.

Think of this like a *Marketing MadLib* of sorts – its fun and it works like crazy!

Step 1: Answer these 6 questions:

1. **Describe your audience in 5 words or less.** (Example: Entrepreneurs who market their business.)

2. **Describe the BIG BENEFIT they'll receive from your services.**
(Example: Create Your Own Winning Sales Copy.)

3. **Describe how long it will take your customer to see a result from your product or service.** (Example: Within 48 Hours)

4. Describe one big objection that your prospect has. (Paying for a consultant is too expensive.)

5. Describe something your prospect needs or has had in order to be successful. (Example: Having taken a copy course.)

6. Describe a mistake that your prospects typically make. (Example: Overcomplicating the process of writing great sales copy.)

NOW HERE'S THE FUN PART...

It's time to turn these
answers into copy!

Here's HEADLINE #1:

How To [Accomplish Something] In [Short Amount of Time]

Now that you've already answered all the questions, you can VERY easily fill this in. Grab a benefit from question 2 and the time frame from question 3 and you're done.

How To Write Your Own Winning Sales Copy In 48 Hours Or Less

Let's try another one, HEADLINE #2:

How To [Receive Benefit] Without [Undesired Expenditure]

We'll grab the same benefit for this example, and we'll also get an objection from question 4.

How to Write Your Own Winning Sales Copy WithOUT Paying Through The Nose For a Private Consultant.

HEADLINE #3:

How To [Accomplish Something] Even If [You're Missing An Obvious Necessity]

This one has the same benefit, but the necessity from question 5.

How to Write Your Own Winning Sales Copy Even If You've Never Taken a Copy Course.

HEADLINE #4:

This one here only requires we fill in the answer from question 6:

The Guaranteed Method For Avoiding [Common Mistake or Misfortune]

Becomes...

The Guaranteed Method To Avoid Overcomplicating The Process of Writing Great Sales Copy.

HEADLINE #5:

Now, we didn't include a question for one of these blanks, so fill the first one in with what you do.

World Renowned [Blank] Reveals “Top Secret” [# of] Ways To [Accomplish Result] With [Little Expenditure] Absolutely Guaranteed

Turns into...

World Renowned Copy Expert Reveals “Top Secret” 3-Ways to Write Your Own Winning Sales Copy WithOUT Paying Through The Nose For a Private Consultant: Absolutely Guaranteed.

HEADLINE #6:

And another one:

**The Scientifically Proven Formula For
[Accomplishing Something]**

**The Scientifically Proven Formula For Writing Your
Own Winning Sales Copy**

That's it! You can now generate a headline in
30-seconds or less using these formulas.

And what's even better is that you can use this same technique to break down ANY headline into its parts and create your very own custom swipe file from the headlines in the world around you.

Need more help?

We've got you covered.

We offer a DIRT CHEAP way for you to get a second set of eyes on your marketing. It's "the dream," really ...

You submit 3 pieces of marketing to us every month.

We review your marketing, make notes, and suggest changes for improvement.

You walk away with marketing that typically has a MUCH better conversion rate AND you sharpen your skills and improve your own copywriting prowess over time.

Here's the best part ...

We typically require a fee ranging from \$12,000.00 to \$25,000.00 (and sometimes more) to create winning sales copy from scratch.

But *you can get our expertise* working to improve your marketing *for a teeny tiny fraction* of that ...

CHECK OUT YOUR OPTIONS HERE