

Copywriting Tips:

3 Speedy Headline Templates for the Super Busy

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Headlines are arguably the most important component to eye-catching copy. If you don't have a compelling headline, odds are you've lost your prospect for good. Ideally you should write anywhere from 50 to 100 headlines before choosing one. But sometimes you just don't have time. I have the solution. Swipe these 3 templates, fill in the right words and ta dah! Instant headline!

1) How to _____ (get) _____ (the biggest benefit your product delivers)

Example: *"How to Make \$87,000 Per Year As A Magazine Writer!"* How to headlines are particularly attractive to people looking for information - which is their main activity on the Internet.

2) Quantify it with numbers. Example: *"7 Easy Ways to Save Money On Groceries Without Clipping Coupons And Running All Over Town Just For Those Sale Items!"* People respond very well to finite numbers in headlines - they want to know exactly how much information they're going to get. (Note that you need to tear up the English teacher rule book here. No number is spelled out - it's all numerals. In other words, forget about the one, two, three - it's 1, 2, 3. There's something psychologically powerful to our eyes when we read a numeral that just isn't there when we read a spelled out number).

3) If _____, then _____!

Example: "If You're Looking for One Convenient Source for All Your Business Needs, We Offer a Huge Selection of Office Supplies". This format almost always works because it states a problem and the solution right there in the headline. That's what people are looking for, the solution to some problem.

ABOUT THE AUTHOR:

International copywriting trainer, author and speaker, Lorrie Morgan-Ferrero has been a freelance writer and journalist for over 25 years. Her words have made her clients hundreds of thousands of dollars. Now she focuses her vast experience on teaching others the skill of copywriting. Lorrie is the author of a highly acclaimed copywriting course, creator of the *Red Hot Copywriting Bootcamp* and founder of *Copy Campus*, a unique membership resource site designed to support copywriters and entrepreneurs on all levels. Visit her site to learn more at www.red-hot-copy.com.