



# **Business Builder**

**Tips & Techniques to Help Your Business Grow**

## **Name Your Product or Service in Your Headline**

Part three of this series on effective headlines features another way to make your marketing pieces work better: by using the name of item your marketing piece is promoting.

The only people who will be attracted are those who have an interest, a desire or a need for the product or service you are selling.

“Boats for Sale,” gets the attention of people looking for boats.

“Classic Mystery Books Just \$1 Each,” gets the attention of people who love good mystery books (and bargains).

“Accounting Services for Small Businesses,” get the attention of small business owners who are looking for an accountant. Although this headline would be more effective if you stated why they should consider you. I like this headline better:

“Accounting Service for Small Businesses Just \$99 a Month”

I’ve said it to my clients over and over again, “sell to the searchers.” Those are the people who are actively searching for your product or service, or the solution your product or service provides.

By making it perfectly clear in your headline that you have what they are looking for, you will easily attract them to your marketing pieces.

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