



Business Builder

Tips & Techniques to Help Your Business Grow

Name Your Prospects in Your Headlines

In my last article, I talked about using a headline in all your marketing pieces. Here's the next step to creating effective ads: Use your prospects in your headlines!

One way to attract your best prospects is to name them in your headline. It makes no sense to attract people who have absolutely no interest in what you have to offer. If you sell pools, you don't want to attract apartment renters to your ads. You want to attract people who are interested in buying a pool.

"Important Message to Home Owners," gets the attention of home owners, if you are selling something that specifically interest home owners.

"Diabetes Alert," screams for the attention of diabetics.

"Get Sleep More Sleep," hollers loudly to someone with insomnia. Get the idea? If you want to pull out a specific segment of the general population who might be exposed to your advertising message, then use a headline that names their needs, wants or problems specifically.

Some of the best headlines in the world are long. When tested side by side, the following headline:

"Tired of Painful Cold Sores? New Treatment for Cold Sores Promises Relief Within 24 Hours or Your Money Back"

.. pulled in three times the responses as....

"Tired of Painful Cold Sores?"

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