



# **Business Builder**

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

## **Use a Headline on Every Marketing Piece You Create**

In order to get response to your marketing pieces, you first have to grab your best prospects' attention. One of the best ways to do that is with a headline at the top of your ad, flyer, post card, radio ad or tv spot, etc.

Every marketing piece that you create should have a headline. And that headline is the perfect place to grab your prospect's attention by letting them know that this message is specifically for them.

**How do you do that?**

You certainly don't do it by using the name of your business at the top of the marketing piece! No one cares about the name of your business, it does nothing to attract your best prospects or compel them to read any further.

An yet, 95% of all small businesses use the name of their business at the top of their marketing pieces as headlines. You don't sign your letters at the top, you sign them at the bottom. Your business name acts as your signature in your marketing pieces and it belongs at the bottom.

Your business name is rarely compelling enough to grab and hold a prospect's attention. Use an effective headline that promises a solution to your potential customer's problem and you'll see much more results.

After all, you only have a few seconds to grab their attention and which do you think is more important? Your name or their needs?

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