

**Turn Into Buyers with Headlines**

**How to  
Warp Bashful  
Browsers into Bold  
Buyers with Headlines**

**By Dennis Becker and Rachel Rofe**

# Turn Into Buyers with Headlines

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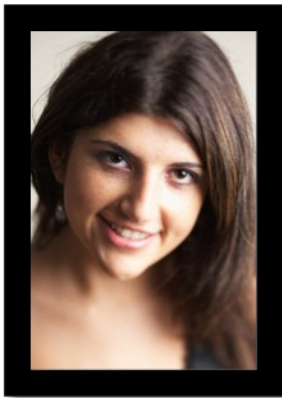
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## Introduction

Just like the glistening covers on bookstore shelves, your sales copy needs to grab the attention of potential buyers and hook them without second thought. You want your copy to persuade browsers to click the “Add to Cart” button, so you must be able to champion the art of writing killer headlines.

Before you begin to cultivate headline-writing magic, you must first understand why headlines hook readers in. Once you master this science, you will possess the effortless ability to create attention-grabbing headlines for every sales page you write.

## Giving the Right Signs

If you have ever been to a restaurant that used abstract art to label their bathroom doors, you understand why clear is far more important than clever when it comes to labeling your copy. Your readers are likely trapped in the same kind of urgency as one would be standing in front of the restroom. You don't want them to have to second guess whether they are in the right place.

Create headlines that are clear, concise, and let readers know what they are in for. The odds that someone is going to stick around and read your entire sales letter to determine if the subject is relevant to them is, well, slim to none. You won't get a second chance to draw them back in once they are gone, so do it right the first time. Let them know what they are getting into before they even open the door.

The idea is as easy as posting signs on doors that say “men” or women”. Write headlines that use relevant keywords displaying without a doubt that your page is appropriate for browsers with specific needs or problems.

Essentially, think of the main result your reader will be after and turn it into a headline.

## Offer Results

Once you've established exactly what keywords will draw your reader in,

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offer them some sort of result. Think about what the outcome will be if they read your sales copy.

For instance, "Top 5 Foods to Help You Lose Weight for Good." The premise of this headline is, "Top \_\_\_\_\_ so you can \_\_\_\_\_." I have my keywords to draw them in, and the result that will come from reading my sales copy.

Always remember that the benefits far outweigh the actual product or service. Anyone can sell a diet plan, or some other clever product in your niche. But, the benefits, results, and outcome of using that product or service is what really converts clicks into sales. Your headlines should answer the question, "what's in it for me?"

## Blend in Emotion

Now that you've got your relevant keywords and outcome of the sales copy, it's time to personify it all. Writing punchy headlines involves finding those compelling words that launch the other two features into stardom.

I'm going to pull apart the headline used for this report and show you each element so you can see how it all comes together.

My headline reads, "How to Warp Bashful Browsers into Bold Buyers with Headlines."

The first part of the headlines lets you know that this article is intended to convert browsers into buyers. That is the "sign" that indicates you are in the right place.

The second part of the headlines offers the result. You are going to do this by writing headlines. Okay, then I sprinkled in some strong verbs and adjectives (warp, bashful, bold), and we end up with an irresistible headline that draws in all the right readers.

I've taken a bland headline that anyone can write, "How to Write Headlines," and turned it into something so unique and compelling that you can't help but read further.

## Hone Your New Skills

If you want to improve your headline writing skills going forward from today,

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spend 20 minutes right now revamping old headlines. Take a look at some of the copy you've written in the past, whether recently or a while back, and plug some extra *oomph* into your titles.

Remember that the only way to get better at writing is to practice every single day. If your work pile is low, always go back through old sales copy and apply new skills to it. You will be amazed at how much you have improved over time.

When it comes to writing new headlines, find different ways to approach them. If you come up with 3 or 4 headlines for a single sales page, you may be able to turn out 3 or 4 different sales pages in the same amount of time. Compelling headlines always turn into compelling copy.

If you always add in the three key elements: relevance, outcome, and emotional language, then you are sure to convert your browsers into buyers. Now, go practice on your old stuff, and start creating those new irresistible titles.

## **Turn Into Buyers with Headlines**

### **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### **Article Marketing**

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### **Copywriting**

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### **Freelance Work**

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

### Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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