

# COPYWRITING

ACADEMY

## LESSON SUMMARY



## Writing Powerful Headlines & Subheadlines

Now that you have the formula, the most important part of a powerfully written sales letter is going to be the headline and the second most important part is going to be the sub-headline.

**Note on Sub-headlines** ⏪ (00:28): Sub-headlines are different than headlines but you can implement most of what you learn about headlines into sub-headlines. They are different because they are part of a narrative, they introduce what's next so the purpose is a bit different.

### How Do You Write A Powerful Headline? ⏪ (01:10)

**#1: Be Specific** ⏪ (01:15): The best way to do this is to use numbers + pinpointing something else (example: 7 tips to drop weight within the next 10 days or 7 mistakes I was making when I was failing). The reason why those 2 examples work is because the mind can actually visualize the result vs just saying: How to lose weight fast.

**#2: Adjectives (Simplifying Adjectives)** ⏪ (03:10): Everyone agrees that they can be helpful but I don't like to go crazy with them.

My first mentor taught me: "The best copywriter in the world can sell without ever using a single adjective".

Words like: Effortless, Easy, Quick, Simple, Peaceful. These words trigger your brain and connect concepts in your mind. For example we mainly see losing weight as hard but when the copywriter says that losing weight is "easy" it immediately connects losing weight to whatever "easy" is in your minds so it is not seen as hard anymore. A copywriter wants to be able to connect concepts because first you've got to make the consumer that they can do something before you are going to be able to sell them anything.

**#3: The Mysterious ⏱ (05:05):** Use your headlines to create a bit of mystery, you are the gatekeeper and you have the key to give them access to what they want. Use words like Revealed, secrets, Blueprint.

**#4: Call To Action ⏱ (06:25):** Use words like: Try this..., Download This..., anything that makes people feel like they are getting something that they can do or act upon.  
For example: “Try this new cream and immediately see wrinkles disappear”.

**#5: Power of “How To” ⏱ (07:20) :** If you are new, lost and don’t know where to start, just start your headline with “How To”.

For example: “How to lose 6 pounds in 6 days” or “How to potty-train your dog in less than 36 hours”.

I believe that the most powerful words in the world of writing headlines are How to. Not a lot of my headlines start with How to, I don’t start many that way anymore but they are extremely powerful.

**How to evaluate a headline ⏱ (08:15)**

**The 3 Second Rule:** This is the number one thing I look for. If a student comes to me and asks if I can review their headline, I tell the student that if I read the headline and within 3 seconds I cannot tell exactly what is in it for the reader it is a bad headline and it needs more work. Read your headline out loud to help you determine if it will convey the message that you want your readers to receive.

## Formula for writing a powerful headline 🕒 (09:45):

**Adjective + Noun + Jargon + Promise**

- 1) Bonus: **Specificity** (numbers or other)
- 2) Bonus: **Mystery**

**For example: Revealed: The 6 Simple Secrets to Getting 1,056 eCommerce Sales in 18 Hours...**

Industry specific jargon is extremely important as interactive marketing nowadays relies heavily on it. You want to make your headline as targeted as possible. If you show the example above to someone who runs an ecommerce store they will be interested but if you show it to another kind of marketer, they might not care about it. If you change the jargon in that headline (ecommerce sales) to for example: **Revealed: The 6 Simple Secrets to Getting 1,056 New subscribers in 18 Hours...** you will attract people like me who are email marketers/digital publishers.

**Tip:** Go to weather.com and you will see some really cool headlines. Study them and play with them.

**Sub-headlines 🕒 (17:19):** Sub-headlines don't have to follow all the rules as they are meant to carry a conversation. A sub-headline's purpose is to make your reader stop and look at it and agree with you. You want to create agreement, excitement, shock and confusion.

### Examples of Sub-headlines:

Just Look at What's Happening In The World Today!

The #1 Reason The World Is Falling Apart? *"Dreams..."*

Are You Fed Up with Constantly Trying Only To Fail Over & Over?

41 Years, 1 Million Students & 61 Million Later!