

# “Power Headline” Formulas

Now we're going to practice creating the ultimate “marketing weapon” - a powerful headline. First, review your notes to find your strongest emotional motivators. Then, consider the benefits that your product/service offers. Finally, use the following formulas to write at least 10 variations of this headline - that will grab your prospective customer's attention and draw them in instantly.

## Result (Benefit) Focus

**How To Get [Result] [Quickly] [Without Risk]**

Example: “How To Get Out Of Debt In 90 Days Or Less With This Simple, Guaranteed System”

## Pain Focus

**How To [Eliminate Specific Pain] [Without More Pain]**

Example: “How To Lose 33 Pounds Of Fat Without Torture Diets Or Hard Exercise

## Situation Focus

**If [Specific Emotional Hot Button Situation Is Happening], Then [Worst Fear Might Be True]**

Example: “If You Experience Lower Back Pain While Sitting, Then You May Need Surgery”

## Action Focus

**What To Do If [Specific Hot Button Situation]**

Exercise: “What To Do If You Notice Your Husband Looking At Other Women”

## Customer Focus

**10 Mistakes Most [Customer Description] Make [In Situation] - And How To Avoid Them**

Example: “10 Mistakes Most Men Make When Approaching Women - And How To Avoid Them”

## Approach Focus

**Why [Common-Sense Approach] Doesn't Work... And What To Do About It**

Example: “Why Diets Don't Work... And What To Do About It”

## Magic

**How To [Turn Problem] [Into Benefit]**

Examples: “How To Use Your Credit Cards To Make Money.” Another: “How To Lose Weight By Eating MORE Food.”