



The Psychological Power of Headlines

How To Write Headlines That Get Results Every Time!

WWW.PSYCHOTACTICS.COM



Have you seen the power of a STOP sign?

It forces you to screech to a halt. It commands you to look to the left and right, and renegotiate what you are doing. That's exactly what you need in your business. Something that stops you in your tracks and creates a defining moment, that changes the way you think forever.

You might have thought you wanted to go left, yet when you saw what you saw at the STOP sign, you decided to go right. And that changed your whole perspective and experience. If your business is to work smarter than ever before, you'll need a barrage of these defining moments. This is why I have put together a set of reports especially for you.

I call them *The Defining Moment Reports*. Teenagers describe these moments perfectly when they hit their foreheads in mock anger or roll their eyes and go DUH!

Read this report and the others to come, and things will mysteriously shift in your brain. You will understand human psychology better than ever before. You will see diamonds where others see rocks. You will stop, listen and then chart a course, that is incredibly successful for you and your business. I've had many of these defining moments, but I missed most of them on my first reading or learning experience. Some of these were mere sentences and I brushed past them in a hurry.

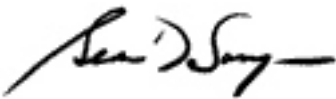
Only later, when I went back and delved into the depth of the learning, did I understand the power and intensity of it all. We tend to dismiss things that are too simple as being too simple. Each of these reports is tiny--but extremely powerful when you apply it to your business. The lights will go on, as you read these reports. Each one of them has been the result of not just my experience, but of thousands before me. As one man said, 'We're lucky to sit on the shoulders of giants.'

In this report, I am going to show you the simplicity of writing headlines. As you read the pages to follow you will be astounded. If you thought writing headlines was hard, this is a revelation.

At the end of the day, what is a headline but an attention getting statement? So no matter what you do in sales, marketing or advertising, you're going to need this skill. And this is a report you can use for the rest of your life. Yes, I mean that.

So dig into it, will ya? Headlines aren't a big mystery. Yes, even you can do it! :)

With warmest regards,

A handwritten signature in black ink, appearing to read 'Sean D'Souza', with a long horizontal flourish extending to the right.

Sean D'Souza

P.S. This report has been proof read quite a few times. Yet every time little things get changed and a typo slips through the net. If you find a grammatical error or spelling mistake, please do write in and let me know. I'd really appreciate it.

Are you avoiding learning about headlines because you're not a copywriter?

Better not, because no matter whether you make a PowerPoint Presentation, sales call, or write an email, you're going to need this information. The last thing you need is a headline that will go glug glug and take your marketing strategy down with it.

Ok, now that I've got your attention, belt up as we roller coaster our way into the science of how to recognise the power behind the headline. Find out for yourself the precise psychological reasons why headlines entice us so.

How We're Going to Play the Headline Game

Let me play tour guide. First, I'll give you three sets of headlines that really work. I'll identify the trigger in the headline. Then I'll tell you the psychological reasons WHY they work. Right after that you take over and implement these headlines in your marketing strategy. Comprene? Si? Let's go.

Psychological Trigger No. 1

Question-Based vs. Statement-Based Headlines

Do you make these mistakes in English?
Do you know where you fail in your marketing strategy?
Is Internet marketing driving you crazy?

Ladies and Gentlemen...Presenting the question-based headline! A headline that beats the living daylights out of a straightforward statement-based headline. When tested, a question like Do you know where you fail in your marketing strategy? gets far more attention than This is where you're failing in your marketing strategy. Which one would get your attention more: Don't struggle to pay your bills or Are you struggling to pay your bills?

So why does the brain go wakawaka when faced with a question - based headline?

The reason is simple. Questions irritate the brain causing your grey cells to do a neurological dance. The very sight of a question mark forces your brain to want to know more.

Do you have a statement in your headline? You do, huh. Well swap it around for a question and then move to psychological trigger No. 2.

Psychological Trigger No. 2

Problem-Based vs. Solution-Based Headlines

Struggling to get ahead in your small business?

Is your computer's lack of speed driving you crazy?

Is your marketing strategy missing a vital link?

Now that you know the power of questions, these are double whammy headlines! They not only get your brain whizzing like a wind-up toy, but they also bring to the fore a pain in your brain. If your brain is doing mental aerobics right now, it's because these headlines are causing you some real grief and you are the precise target audience.

You identify with these problems and are keen to solve them. The brain is fixated with solving problems. It's a basic survival instinct kicking in. For thousands of years, the brain has been moonlighting.

While its primary function is to make sure the rest of your body parts do what they're supposed to, its side job is to keep you alive. Therefore it actively goes in search of potential problems you may have, and when it sees one in the headline, it says, "That's for me!" and goes straight for the problem-based headline.

Yet look at most of the advertising around you. It's all solution based. You see it, then you don't. Recycle your solution-based headline into a nice problem-based power pack.

Done it? Ok, let's go screaming in to psychological trigger No. 3.

Psychological Trigger No. 3

Curious vs. Non-Curious Headlines

When this report was published it had the headline: ***‘Are your headlines missing these precise psychological triggers?’*** Notice the headline construction. It has the word *these* in it. *These* implies there are certain psychological triggers. Now how the heck will you know which ones they are if you don't start reading this article? Sure you might be the living guru of marketing headlines, but even you can't be one hundred percent sure.

You'll take a peek, you think. A small peek. And you do, except it's a very slippery slide once you get on, my friend.

A skillful communicator knows that he or she must get the curiosity factor to move bag and baggage into your headline. It's the key to literally sucking in an audience. Then it's really up to the quality of the content, flow and your ability to keep your audience mesmerised.

Headlines with curiosity work because the brain is intensely curious. Tell a person not to look behind the door, and they want to look. Tell them they cannot have something and they want to know why. Analysis is all part of Mr. Brain's job.

Every question needs to be answered, otherwise it pounds in your head like a jackhammer with questions that incessantly go Why? Why? Why? (**Read the Power of Why**) When you create a curiosity factor, you are literally switching on every single light in your customer's brain.

Headlines with a **HOW TO** in them are typical curiosity-based headlines. They imply a problem that you might have and need to solve. And to prove my point, look at the next line and see how your eye goes wham, right into it!

How to Construct Headlines Without Making a Complete Mess of Things

Let me show you how I'd go about it. For instance, I wrote a lot of potential headlines for this article. These were the final four:

- 1) **Psychological Reasons Why These Headlines Work Like Magic**
- 2) **Which Precise Psychological Reasons Cause These Headlines To Work Like Magic?**
- 3) **Is Your Marketing Strategy Missing These Precise Psychological Triggers?**
- 4) **Are Your Headlines Missing These Precise Psychological Triggers?**

Let's Get These Guys on a Couch, Shall We?

1) Psychological Reasons Why These Headlines Work Like Magic

This headline had only one of the features above. It had a curiosity factor. However, it lacked a question and it certainly scored a big zero on the problem factor. Needless to say, it soon backspaced itself into oblivion.

2) Which Precise Psychological Reasons Cause These Headlines To Work Like Magic?

Ooh, this one was pretty powerful. It had the question. It was packed with curiosity, but it kind of fell flat faced on the problem audit. Goodbye, Monsieur Headline.

3) Is Your Marketing Strategy Missing These Precise Psychological Factors?

This one scored on all points. Curiosity, problems and question sat merrily together, expecting me to be as pleased as punch. I was, till I noticed one little discrepancy. It was appealing to the wrong target audience.

This headline would attract people who were interested in marketing strategy not headlines. They would come in, find themselves in the wrong room, drink a glass of wine and sneak out. I needed people to stay for the party. I needed people who were interested in headlines. People like you. Inevitably, I had to refine it just a little bit. And here's what I came up with.

4) Are Your Headlines Missing These Precise Psychological Triggers?

I personally believe this one was the most powerful of the lot. If it were a guy, I'd let him marry my daughter (if I had one) and give him my blessings. This

headline not only encapsulated all the triggers above, but it was precisely positioned. It went for a niche audience and got their full attention.

What's Abraham Lincoln Got To Do With Headlines?

Abe apparently said, "If I had six hours to chop down a tree, I'd spend the first four sharpening the axe." Your headline is what you need to spend most of your time sharpening.

You see, people are always in their own world, thinking about their own problems. If you don't snap them out of their reverie, you don't have the slightest chance of getting them to buy in to whatever it is you're selling.

There's Also Another Dimension to this Sharpening Gig

You can't be totally satisfied with the headline merely if it fits these three parameters. That is the science, not the art. The art is getting inside the brain of your customers. You'll find that a slightly different headline will bring in as much as twenty to two thousand times better returns without any change in content.

The only way you can know which one works better is to test headlines. Testing isn't as hard as you think. Put it in an email and send it to a dozen friends and colleagues. You'll soon get a pattern and probably some valuable feedback. Take it. It will help you carve a headline that will really get your customer's attention.

Do You Need All Three Psychological Triggers Working at Once?

No you don't. A headline can work perfectly well with one or two of the above psychological triggers.

In life, three may be a crowd, but in headlines, it's the more the merrier. Use the power of headlines in your marketing strategy, your PowerPoint presentations, sales calls, emails, newsletters, and even articles like these.

Better headlines mean better bottom lines. Simple logic, eh?

Are you missing out on comprehensive marketing information for your business?

Marketing, Email Psychology, Branding, Customer Retention and Advertising.

It's all there at www.psychotactics.com and it's all FREE! Here is just a sampling of what you will find. Once you get there, you'll spend hours. Each article is comprehensive and extremely detailed. Go there today, and get yourself a coffee. It's going to be the most exciting hours on marketing ever!

- 1) **Harness the Psychological Power of 3** Improve your communications by tapping the deeply embedded psyche of humans.
- 2) **The Power Of Why** WHY on earth would you ignore advice on one of the most powerful psychological triggers that makes people buy?
- 3) **Is Nature A Marketing Guru?** Technology rules. Yeah, for about five minutes -- then natural instincts take over. Are you stupid enough to fight Mamma Nature?
- 4) **Who Is Your Real Competition?** If you design kitchens, is another kitchen designer your competition? Most likely not and the sooner you can position yourself against your *real competition*, the sooner you will start to see more business come through.
- 5) **Is Your Business Solution Your Biggest Problem?** Have you had current or potential customers die on you while you're speaking to them? You're giving them this outstanding description of your process and capability and its going bing, bong, kazoom over their heads
- 6) **Is Your Marketing Strategy Missing The Cookie Factor?**
Your marketing sure could do with this X factor. The psychology of humans is based partly on something for nothing. Find out how you can use this to your advantage!
- 7) **Why Are Customers So Indecisive?** Do you know why your customer won't buy? You've given her the best price, possibly even the best options. Yet she fidgets. Maybe, maybe not, she ponders. Do you know why that happens? Find out here.
- 8) **Can Powerpoint Presentations Rival TV Ads?** Ever wonder why some PowerPoint presentations are head and shoulders above others? Why do some have amazing powers of persuasion while others simply bore you to death? Here's the secret to PowerPoint pizzazz.
- 9) **Never Trust a Silent Customer** If you want to learn how to keep your customers, you've first got to keep them noisy. Here's how you can make these complaining clients one of your biggest assets.
- 10) **Why Santa's Marketing Works Better Than Yours...** Santa Claus Inc. is well and profitable, right through recessions, depressions and just about any economic scenario. The reason why his marketing works better than yours, is because he uses solid, dyed-in-the-wool psychology. You can too.
- 11) **How To Get Repeat Visitors To Your Website** Ok, so you've got someone to visit your website once. What if you wanted them to visit again, and again, and again? Ooh, that's hard, isn't it? Not really. Find out how to attract them back without begging.

Psychology from the Cave: 5000BC

5000 B.C

Psychology From The Cave



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Ooga, Chakka, Ooga, Chakka...Welcome to 5000 B.C.

Did you know that a book written fifteen hundred years ago is being used for direct marketing today? Or that the Internet thrives on knowledge from 1920? The secret of future is in the past. Will you be a part of that future?

JOIN TODAY

[To See Benefits of Membership: Click Here](#)

Understand how the twin forces of technology and psychology do the tango. How they mesh and merge and achieve eye-popping results. [Join 5000 B.C.](#) The place where the knowledge goes way, way back into the past!



Can age-old psychology improve your small business profits?

If you're sick and tired of the hype and would like to learn how to combine age-old psychology with modern technology, then rest easy. 5000 B.C. is just for you!

If you followed the many get-quick-rich schemes, you would now be driving around in a red Ferrari. You'd be lounging somewhere in the South of France. You'd be sipping martinis while lazing in the sun.

Yeah right! If you want to buy into the fancy footwork of instant fame and fortune, good luck to you. You should leave this website now. There's nothing here for you.

If on the other hand, you realise that you're ready for some real marketing knowledge, structure and planning, stick around-- there's a treat waiting for you.

Sign up for our **FREE** Psychological Tip of the Week!

Learn how to use the psychological wisdom of the past in the fast changing world of tomorrow!

SUBSCRIBE

[Tip of the Week Archives](#)

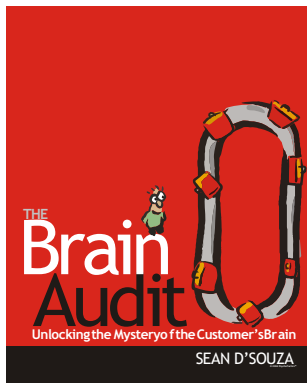
[Client Testimonials](#)

Part of me is reluctant to share 5000 B.C. with others, because I consider it my secret weapon. My ideas are stronger, I can articulate concepts better and I'm more focused on my projects than ever before. And while a large portion of the credit here can be

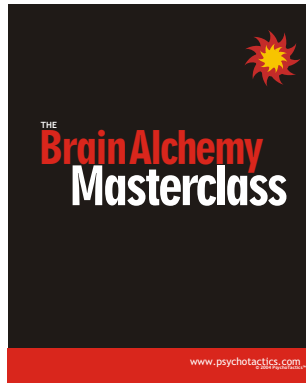
Click on graphic or go to www.5000bc.com: Learn how the **psychology** that goes back to the cave, plays a big role with the **technology of today**.

Other PsychoTactics Resources

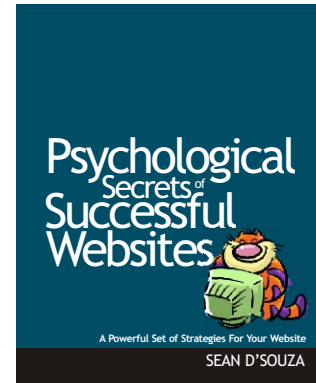
Can you put your business on rocket fuel? Aren't you sick of having to plot your own way through your business? Wouldn't it be simpler just to have someone show you a systematic way to be successful? And without the bother? You can use the expertise of PsychoTactics in a step by step system, that shows you specific methods to grow your business. Get on the Treadmill and create a more fit business that will really take you places. Using psychology and age-old marketing tactics, the Treadmill will help you succeed in half the time! And it's one on one, via phone, email and a specially tailored website. To learn more go to www.psychotactics.com/products.htm



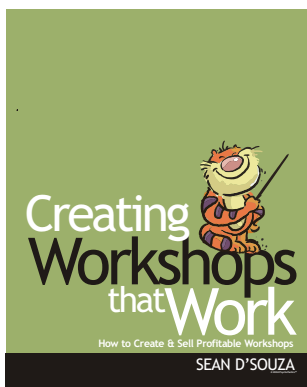
Brain Audit: Understanding Why Customers Say No



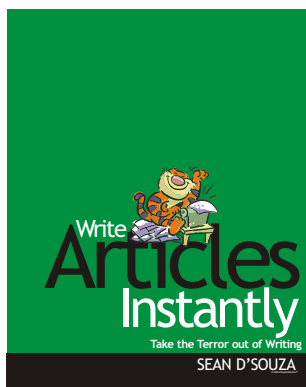
The MasterClass: 3 Days of Intense Business Structure



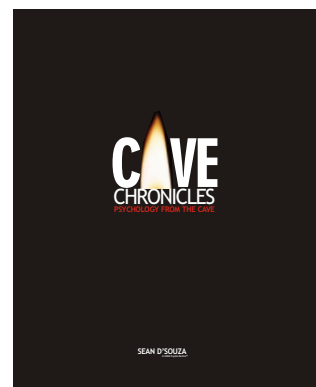
Why Does One Website Succeed? Why does another fail? Find out!



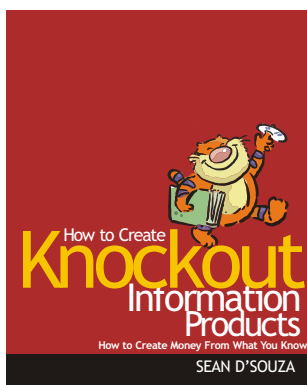
Training is a multi-million dollar business. Are you in it?



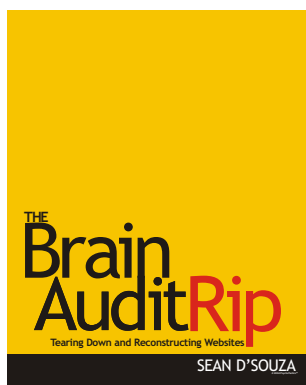
Struggling to write articles that get read? Well, struggle no more!



Every single hidden article ever written on Psychotactics...here!



Can everyone create information product? How to not just create product but sell it as well!



How do you examine structure? You tear it apart! In the Brain Audit Rip, we tear apart stuff!

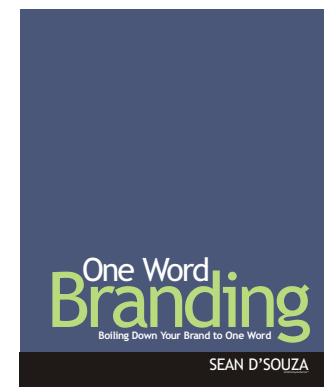
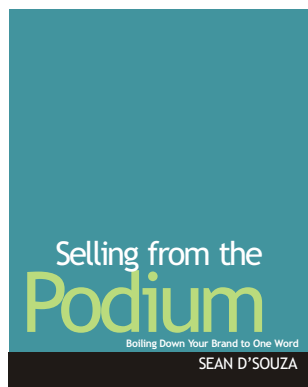
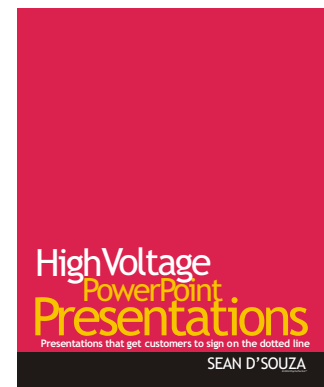
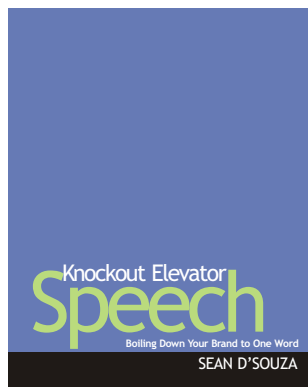
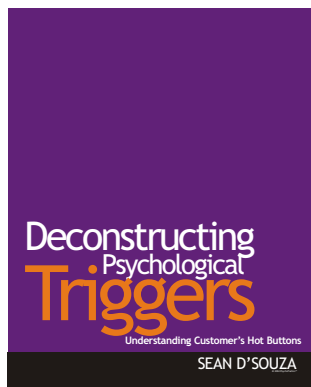


Persuasion? Is it over-rated? What makes words jump out of a page and get your throat?

Coming Soon

Got something else on your wish list? If you own all of the products on the previous page, there's a pretty good chance you'll want a whole lot more. Well...there's going to be more. As you can see, there's a whole lotta goodies headed your way! Just one catch though. None of these products are ready yet. But they will be, y'know! To make sure you get these products the moment they're released, make sure you stay on the PsychoTactics Newsletter. And be sure to check back on www.psychotactics.com/products.htm

If you have any suggestions of products you'd like to see, please email us at sean@psychotactics.com



Be An Evangelist!

I'm pretty sure you really enjoyed this report and would love to get really stuck into tweaking your own business right away.

Ahem, before you go...

I'd love it if you could be an evangelist and spread the word about the Psychotactics Website. It will take you just three minutes and you're done.

All you have to do is click the button below!



[*http://www.psychotactics.com/tellafriend.htm*](http://www.psychotactics.com/tellafriend.htm)

ABOUT THE AUTHOR

It all started with a guy called **Leo Burnett**

12 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

There he 'met' a man who had spent his lifetime in the hard trenches of communication. Few people made more of an impression on him than Leo Burnett himself. Leo's determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years. His statement "Reach for the stars. You may not reach them, but you won't come up with a handful of mud either" was one of Sean's driving forces.

From **Copywriting to Cartoons**

This skill of working with one of the best advertising agencies of the world took Sean on the heady road of copywriting, writing TV commercials (and how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

Are you a **psychologist**?

That's what people often ask Sean. That's a hard question to answer because he tends to read about 100 books or more a year and listen extensively to audio tapes on learning while travelling to and from workshops, conferences and consulting. The knowledge contained in those audio tapes and books, when meshed with his own unique perspective, helps Sean to give readers, workshop participants and clients a unique perspective on business. Psychologist he may not be, but 'psycho' he can be :) {Look for the testimonials on the website!}

Up at **4**

It's a normal working day, when the clock strikes 4 and that's why if you write to Sean, you'll often find answers to your emails at weird hours. It's the best part of the morning and it helps him focus on the nitty gritty of the human brain and why it does what it does. His parents were teachers and they always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.

The fountain of knowledge flows freely. Take a deep drink!

Feedback

If you have any feedback or any questions please email or call Psychotactics. No matter is too small.

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If you have any questions
or spot any bugs, click on
the bug above to email me



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