

5. The World's 100 Greatest Headlines

Now you can write profit-pulling headlines that grab attention in just minutes using 100 of the world's greatest headlines as your guide!...

It's true - think about it.

"...75% of the buying decisions are made at the headline alone." ~John Caples, quote from his book Tested Advertising Methods

"On the average, 5 times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90% of your money." ~ David Ogilvy, world famous advertising executive, author of the most influential books on advertising Confessions of an Advertising Man, and Ogilvy on Advertising

Headlines give you the most leverage in creating ads, sales letters, and website copy to maximize your results.

Think of it this way...

"Your Headline Is An Ad For Your Ad"

Here's a very valuable tool for you to use time and time again to create your own winning headlines.

By using this simple tool, you'll learn how to write compelling and order-producing headlines by using some of the best-selling headlines of all time as your guide to writing great headlines of your own.

Here's a classic headline example:

How To **Win Friends** And **Influence People**

Using the benefits of your product or service, simply replace the yellow highlighted part of the classic headline with your own benefits and instantly you've got a great headline.

Use these 100 classic headlines as your guide to writing headlines, sub-headlines, bullets and pre-headlines for your ads, sales letters, and websites.

Test, Test, Test...

Select the ones you think are the top ten headlines from the one hundred you create and begin testing with your target audience and track the results you get. You will find that one headline will outperform another 2, 3, 5 and 10 times better than the other, then take the winning headline and test another one against it.

You can pick another ten and do the same, again and again, until you've found the 'one in a hundred headline' that outpulls all the others by many times.

Think of all the extra profits this could mean for the same expenditure of time, effort and costs of promoting your product, service or business.

Running A Split Test

You could split your list into fourths, and keeping the other parts of your offer the same, send a different headline to each fourth of your list to see which of the four headlines pull best (leads, orders, visits, etc.). Then let the 'winner' headline be your 'control' to test other headlines against.

Always. always, always test your headlines. It is where you have the most leverage in your ads, sales letters, and website copy to maximize your results.

The World's 100 Greatest Headlines

The Secret Of Making People Like You

A Little Mistake That Cost A Farmer \$3,000 A Year

Advice To Wives Whose Husbands Don't Save Money---By A Wife

The Child Who Won The Hearts Of All

Are You Ever Tongue-Tied At A Party?

How A New Discovery Made A Plain Girl Beautiful

How to Win Friends And Influence People

The Last 2 Hours Are The Longest---And Those Are The 2 Hours You Save

Who Else Wants A Screen Star Figure?

Do You Make These Mistakes In English?

Why Some Foods "Explode" In Your Stomach

Hands That Look Lovelier In 24 Hours---Or Your Money Back

You Can Laugh At Money Worries---If You Follow This Simple Plan

Why Some People Almost Always Make Money In The Stock Market

When Doctors "Feel Rotten" This Is What They Do

It Seems Incredible That You Can Offer These Signed Original Etchings---For Only \$5 Each!

Five Familiar Skin Troubles---Which Do You Want To Overcome?

Which Of These \$2.50-to-\$5.00 Best Sellers Do You Want---For Only \$1 Each?

Who Ever Heard Of A Woman Losing Weight---And Enjoying 3 Delicious Meals At The Same Time?

How I Improved My Memory In One Evening

Discover The Fortune That Lies Hidden In Your Salary

Doctors Prove 2 Out Of 3 Women Can Have More Beautiful Skin In 14 Days

How I Made A Fortune With A "Fool Idea"

How Often Do You Hear Yourself Saying: "No, I Haven't Read It; I've Been Meaning To!"

Thousands Have This Priceless Gift---But Never Discover It!Whose Fault When Children Disobey?

Whose Fault When Children Disobey?

How A "Fool Stunt" Made Me A Star Salesman

Have YOU These Symptoms Of Nerve Exhaustion?

Guaranteed To Go Thru Ice, Mud, Or Snow---Or We Pay The Tow!

Have YOU A Worry Stock?

How A New Kind Of Clay Improved My Complexion In 30 Minutes

161 New Ways To A Man's Heart---In This Fascinating Book For Cooks

Profits That Lie Hidden In Your Farm

Is The Life Of A Child Worth \$1 To You?

Everywhere Women Are Raving About This Amazing New Shampoo!

Do YOU Do Any Of These Ten Embarrassing Things?

Six Types Of Investors---Which Group Are YOU In?

How To Take Out Stains...Use Product Name And Follow These Easy Directions

Today...Add \$10,000 To Your Estate---For The Price Of A New Hat

Does YOUR Child Ever Embarrass You?

Is YOUR Home Picture-Poor?

How To Give Your Children Extra Iron---These 3 Delicious Ways

To People Who Want To Write---But Can't Get Started

This Almost-Magical Lamp Lights Highway Turns Before You Make Them

The Crimes We Commit Against Our Stomachs

The Man With The "Grasshopper Mind"

They Laughed When I Sat Down At The Piano---But When I Started To Play!

Throw Away Your Oars!

How To Do Wonders With A Little Land!

Who Else Wants Lighter Cake---In Half The Mixing Time?

Little Leaks That Keep Men Poor

Pierced By 301 Nails...Retains Full Air Pressure

No More Back-Breaking Garden Chores For ME---Yet Ours Is Now The Show-Place Of The Neighborhood

Often A Bridesmaid, Never A Bride

To Men Who Want To Quit Work Someday

How To Plan Your House To Suit Yourself

BUY NO DESK...Until You've Seen This Sensation Of The Business Show

Call Back These Great Moments At The Opera

"I've Lost My Bulges...And Saved Money Too"

Why Brand Name Bulbs Give More Light This Year

Right And Wrong Farming Methods---And Little Pointers That Will Increase Your Profits

New Cake-Improver Gets You Compliments Galore!

IMAGINE ME...Holding An Audience Spellbound For 30 Minutes

This Is Marie Antoinette---Riding To Her Death

Did You Ever See A "Telegram" From Your Heart?

Now Any Auto Repair Job Can Be "Duck Soup" For You

New Shampoo Leaves Your Hair Smoother---Easier To Manage

It's A Shame For YOU Not To Make Good Money---When These Men Do It So Easily

You Never Saw Such Letters As Harry And I Got About Our Pears

THOUSANDS NOW PLAY Who Never Thought They Could

Great New Discovery Kills Kitchen Odors Quick!---Makes Indoors Air "Country-Fresh"

Make This 1-Minute Test---Of An Amazing New Kind Of Shaving Cream

ANNOUNCING...The New Edition Of The Encyclopedia That Makes It Fun To Learn Things

Again She Orders..."A Chicken Salad Please"

How Much Is "Worker Tension" Costing Your Company?

For The Woman Who Is Older Than She Looks

Where Can You Go In A Good Used Car

Check The Kind Of Body YOU Want

"You Kill That Story---Or I'll Run You Out Of The State!"

Here's A Quick Way To Break Up A Cold

There's Another Woman Waiting For Every Man---And She's Too Smart To Have "Morning Mouth"

This Pen "Burps" Before It Drinks---But Never Afterwards

If YOU Were Given \$200,000 To Spend---Isn't This The Kind Of (Type of product) You Would Build?

"Last Friday...Was I Scared!---My Boss Almost Fired Me!"

67 REASONS WHY It Would Have Paid You To Answer Our Ad A Few Months Ago

Suppose This Happened On Your Wedding Day!

Don't Let Athletes Foot "Lay You Up"

Are They Being Promoted Right Over Your Head?

Are We A Nation Of Low-Brows?

A Wonderful Two Years' Trip At Full Pay---But Only Men With Imagination Can Take It

What Everybody Ought To Know...About This Stock And Bond Business

Money-Saving Bargains From America's Oldest Diamond Discount Store

FORMER BARBER EARNS \$8,000 In 4 Months As A Real Estate Specialist

FREE BOOK---Tells You 12 Secrets Of Better Lawn Care

Greatest Gold-Mine Of Easy "Things-To-Make" Ever Crammed Into One Big Book

\$80,000 In Prizes! Help Us Find The Name For These New Kitchens

Now! Own Florida Land This Easy Way...\$10 Down And \$10 A Month

Take Any 3 Of These Kitchen Appliances---For Only \$8.95 (Values Up To \$15.45)

Save 20¢ On 2 Cans Of Cranberry Sauce---Limited Offer

ONE PLACE-SETTING FREE For Every Three You Buy!