



THIS MONTH'S FEATURED ARTICLES:

Pages 2-5: Using Headlines to multiply sales and profit.

Including the '7 Golden Rules for creating sales-generating headlines'

Page 6: Make it personal!

How to use personalisation within your marketing to grow your business.

Page 7: How to use Facebook to increase sales.

Unlock this vital marketing tool and learn how to make it work for you.

USING POWERFUL HEADLINES TO MULTIPLY YOUR SALES AND PROFITS

Every marketing piece you use to generate enquiries or sales must have a powerful headline – the difference can often be well over 700%

Since daily and weekend newspapers began, editors have always known that it's the headline that sells.

They employ some of the greatest copywriters in the world to come up with sensational headlines. It's the difference between huge or average sales. Massive or insignificant readership. Success or failure. They know that five times as many people read the headline as read the body copy – so get the headline right and success is virtually guaranteed.

AND IT'S THE SAME
FOR YOUR OWN
**MARKETING
PIECES...**



"The right headline is the key to increased sales and profits for your business."

For over 100 years, £/\$billions have been made by savvy marketers creating irresistible headlines that ethically force the reader into the copy. If all you do over the next week or so is take every one of your marketing pieces and replace the headline with a powerful alternative you'll see an instant and significant improvement in your enquiries and sales.

The name of your company is NOT a headline.

The headline is the one thing that grabs the prospect's attention. If prospects or customers dismiss your headline – that's it, you've lost them. They won't start reading your letter, ad, brochure, etc. or listening to your telephone script or radio ad – and you won't get a response or a sale.

"Even the greatest writer can't save an ad with a poor headline."

John Caples – How to Make Your Advertising Make Money

"On average five times as many people read the headline as read the body copy."

David Ogilvy – Confessions Of An Advertising Man



They Laughed When I Sat Down At the Piano But When I Started to Play!—

A RTHUR had just played "The Rosary." The room rang with applause. I decided that this would be musician himself were speaking to me—speaking through the medium of music—not in words but in chords. Not in sentences but in exquisite melodies! the lessons continued they got easier and easier. Before I knew it I was playing all the pieces I liked best. Nothing stopped me. I could play ballads or classical numbers or jazz, all with equal

This headline from John Caples (1900-1990) ad is one of the most successful headlines of all time. Notice how it almost forces you to read on

Here's a simple example to show how few people understand the basic principle of using headlines...

I've just picked up a copy of the local Yellow Pages directory. I'm looking in the Accountancy category. These are the 'headlines' of the ads on one page:

- **Peirson E.T. & Sons**
- **Powdrill & Smith**
- **R Garner & Co**
- **Richard Pennack**
- **Sturgess Hutchinson & Co**
- **Sharpe Langham PLC**
- **Sharmon Fielding**
- **S.R. Cox**
- **Running your own business**

With the exception of the last headline, the headline for each ad is the name of the business that's advertising.

Because so many people are doing it wrong, if all you do is lead with a strong headline in all your Marketing Pieces, you'll improve the response and success many times over. It really is that simple AND that significant!

Effective Headlines Fulfil These Four Key Objectives...

- **To get attention**
- **To select an audience**
- **To deliver a complete message**
- **To draw the reader into the body copy (or keep them listening to you etc.)**

If your headline fulfils these 4 key objectives, then I can guarantee you one thing – a significant improvement in your results.



The good news is that creating winning headlines can be achieved by following some simple and proven rules. We call these the...

7 GOLDEN RULES FOR CREATING SALES-GENERATING HEADLINES.

RULE#1

YOUR HEADLINE SHOULD ALWAYS STAND OUT.

Whether it's in an ad or a letter, your headline should be **prominent**. That simply means your headline must be in large type and placed at the top of the ad (or under the main photo/image) or letter or any other Marketing Piece.

Remember, one of the key objectives of your Marketing Piece is to grab attention. If the headline is lost in your Media Piece it simply won't be seen! Look at the example headlines on the previous page. None of these headlines actually stand out because they don't fulfil the 4 key objectives or adhere to the next 6 golden rules.

RULE#2

YOUR HEADLINE MUST BE CLEAR AND DIRECT.

Ad agencies have been trying for years to create cute clever headlines that don't make sense. Don't be clever or cute. See golden rule 6 below for how to create your headline.

RULE#3

THE HEADLINE SHOULD BE SPECIFIC.

People always respond better to specifics. For example, "Lose 22 Pounds in Four Weeks" is better than "Lose Weight Fast".

Let's take this headline for example – "We Repair or Replace". By making this more specific we transform a poor headline into a winner... "Your Oven or Cooker Repaired Within 24hrs Guaranteed". See the difference?



RULE#4

THE HEADLINE MUST PROMISE, BENEFIT OR REWARD FOR READING ON.

The fourth objective of the headline is to draw the reader into the body copy. To ensure this, your headline must always promise a benefit or reward for reading on.

RULE#5

USE POWERFUL WORDS IN YOUR HEADLINE.

Numerous tests have been carried out to find out which headline words help to increase response and sales. These are the top 20...

You, here, quick, yes, proven, new, now, results, facts, easy, only, secrets, how, introducing, your, discover, exciting, guaranteed, instantly, free.

RULE#6

DIFFERENT TYPES OF HEADLINES.

We've listed seven of the most successful headline types below. By applying a number of these different headline types you'll start to see how you can create winning headlines...

#1. Benefit Headlines:

All your headlines should contain a benefit of some sort.

#2. Use a 2 or 3 word headline:

But remember long headlines are almost always more successful than short headlines...

Burn Fat Faster • Get June Free • Double Bonus Sale • Oh My God! • Millionaire Secrets



#3. Headlines that focus on quick and easy solutions:

Fast and Simple...

Ridiculously Easy and Fast...

Idiot Proof...

In Just 10 Days...

The 7-minute Workout...

The Lazy Man's Way to...

Instant, Automatic Results...

The Quick and Easy Way to...

#4. Warning headlines:

Read This Before You...

Don't Buy... Until You've Read These Facts...

#5. Testimonial headlines:

A specific written testimonial from one of your customers "Or it can just be a headline in speech marks like this written like a testimonial"

#6. Reasons why headlines:

7 Reasons Why You Should...

37 Invigorating Reasons...

6 Ways to...

7 Steps...

Here's How...

#7. Offer headlines:

Put your offer in the headline

Try-Before-You-Buy Carpet Cleaning

Let's take the headline we used in Rule #3, "We Repair or Replace" and show you how to use these headline types to create powerful alternatives...

Examples using the headline types:

#1. "We Collect And Return Your Oven Within 24 Hours So There's No Disruption To Your Day"

#2. "Your Oven Repaired Fast"

#3. "The Fast And Simple Way To Repair Your Oven"

#4. "Don't Contact Another Oven Repair Company Until You've Read This"

#5. "By 11am The Next Day Our Oven Was Returned As Good As New"

#6. "7 Reasons Why We Should Repair Your Oven"

#7. "Your Oven Repaired Within 24 Hours Or Less, Guaranteed"

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RULE#7

TEST YOUR HEADLINES.

As you can see in the previous rules, even changing just one word in a headline can have an amazing impact on the success of a Marketing Piece.

It's easy to test your headlines. For example, create a letter with two different

headlines (using the headline types in Golden Rule #6). Remember the only thing different in each letter is the headline.

Then send, say 500 of one letter and 500 of the other to your target market. Then compare the results. The letter that receives

the largest sales or enquiries is the one with the best headline.

Google Adwords allows you to test two or more headlines at once and many magazines/newspapers allow you to 'Split Test' your headlines.



HOW TO USE PERSONALISATION TO GROW YOUR BUSINESS

It's probably fair to say that just about every piece of mailing you receive either at home or in the office lacks any kind of real personalisation. The kind of personalisation which makes you instantly think – This really is for me!

In fact, I'd be surprised if you received one such mailing piece a month!

Well what we do know for absolute certain is that by making your marketing pieces seem more personalised, you increase response and therefore sales.

The good news is that it's very easy to create a sense of personalisation with some little-known yet easy-to-apply 'tricks'.

So what I want to do now is expand on 'personalisation' and give you a few things that you can do to create a sense of personalisation (real or not) in your marketing pieces.

Every one of these elements has been proven to lift response – so look carefully at each one – they will make a difference to your business...

USE THE PROSPECT'S OR CLIENT'S NAME:

The most basic form of personalisation is to use the recipient's name. We all like to see our name so addressing your material to a named person will always lift response. Make sure you get the correct spelling – as nothing infuriated us more than someone spelling our name incorrectly!

A good idea would be to test between the recipient's name and just their title, such as; 'Managing Director' 'The Print Buyer' etc...

Your test would determine if the extra cost of personalisation is worth the investment and time.

When writing to clients/customers – always use their name!

WRITTEN JUST FOR ME:

Perhaps the most important method of personalisation is to write your marketing piece focused entirely on the target market.

Something that shouts 'this is for me' will always get a greater response and success rate.

One copywriter we admire – John Carleton – says,
"Your letter should be written like a love letter to your partner"

Of course he doesn't mean it exactly like that, but he's referring to the fact that whenever you write, you are only ever writing to one person (the reader), even if you sent your letter to 5,000,000 people it still has to read like you are the only person it's intended

So remember, it takes more time and effort (and sometimes more cost) to create personalised marketing pieces but this extra attention to detail will increase the returns for your business.



HOW TO USE FACEBOOK TO INCREASE SALES.

Most people don't know where to start when it comes to Facebook and I can't blame them for this.

I'm sure you have been asking yourself; how can Facebook help to grow a small business like mine?

1. Strategy

The key to Facebook for your business is to plan and develop a strategy that aims to engage your audience. We need to reach out to the right audience whilst also allowing ourselves to join in with the global conversation that is Facebook. To get things started ask yourself; what do you want to achieve?

- a. Generate awareness for your brand?**
- b. Provide a customer service tool through social media?**
- c. Draw in visitors and generate leads in your website?**

You can choose all three, but take your time to plan this. It could take a few days or a few weeks. Ask your staff, they may just have a hidden idea. Secondly, sit down and highlight any major events in the news that are relevant to your business and your target audience as well as key dates in your business calendar.

2. Design

The second tip for creating a successful Facebook page is to add an engaging profile and cover photo, these are the first things that you potential customers will see. It's your chance to show everyone that you're a professional company that means business!

Using your logo as your profile picture is a great place to start; just make sure that it fits the square nicely.

Your cover photo is where you can feature your latest promotions, list your products/services, or to say how fantastic your company is.

3. Content

Remember that this is your sales funnel, the chance to direct people to your website.

If you were a potential customer what information would you want to see?

Firstly what time are you open? What is your business address? What products/services do you provide? The basics. These are essential parts that need to be included in your Facebook page.

Once you have completed this we come to the key part; your content. Content is king, it's what keeps your clients and fans following your page.

Here are some tips to making your business come alive on Facebook...

- a. post a variety of things such as photos, videos, engaging copy and blogs.**
- b. Try to keep your posts between 100 and 250 characters long. Shorter posts are better received.**
- c. Use link posts to drive people to your website.**
- d. Create 2 way conversations. Ask your audience for their thoughts and feedback on your business/products/services.**
- e. Share exclusive discounts and promotions only if they like your page.**

4. Listen to your audience

Every month it is vital you understand who your new likes are from and their demographics, when people like your page you can start to build up an invaluable database. If you go to Facebook insights you can see all of the information we have just discussed.

However, if you need any help getting your Facebook page to really work for you, contact us today on: **01245 258 689**



THE BUSINESS GROWTH SYSTEM

A tool for all your marketing needs.

OVERVIEW:

The "Business Growth System" has been developed in the UK and has helped thousands of businesses in over 250 different industries to get more customers and increase sales.

KEY FEATURES:

1. Quick to implement
2. Most of the strategies are low cost or free to apply
3. Each strategy comes in a format with video tutorials, step-by-step instructions, examples and templates.
4. The system, when applied properly, **WILL** generate more customers, sales & profits



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