

# How To Write Compelling Headlines

**That Will Grab The Attention Of Your Prospects and Boost Sales!**



**by Caroline Karlsson**

**Introduction:**

Hi! My name is Caroline Karlsson. I'm an online marketer since a few years and I've gone through many hours of online marketing courses and trainings in different areas connected to marketing.

Marketing is both an art and a science, it's about systematically attracting people to your business and turning them into customers.

**Your dream customers are out there and it's your job to find them.**

To find them online, you need to get their **attention**, and a good way to get their attention is with really good and compelling headlines.

Then **to keep their attention and interest**, the copy in your sales letters, blog posts etc, must be congruent with the headline and explain in a convincing way, how your product is the perfect solution for them.

Copywriting is one of the most important skills for a marketer. If you get **really** good at it, you can *"kind of"* start printing your own money!

Some months ago, I attended a small workshop where the trainers were high-class marketers (6-8 figure earners). The workshop was all about how to write compelling headlines that will instantly grab your prospect's attention and boost your sales!

So that's what I will share with you here.

I will first give you the steps you must do **before** you start writing your headlines, and then I'll give you the headline templates that have worked really well for me in my marketing.

Before you start writing your headlines, **you must know this:**

Who is your **Avatar**?

**That is, who is your ideal prospect and customer?**

**1) Write down a description of your Avatar, with as many details as possible**

Think of your Avatar as **1 person**. And it's always to this 1 person you write to, not to hundreds or thousands of people, but to this one only.

Describe your Avatar **as detailed as possible:**

What's his/ her name, gender, age, interests, desires, dreams, hopes, frustrations, pains, single / married, family (kids), job, education, income, feelings, happy, unhappy etc.

Describe also the lifestyle, what he/ she likes to do in the spare-time, what a typical day looks like, what he/ she reads, watches on TV – the more you know the better.

**2) Describe your Avatar's pain, frustrations, problem(s)**

This is crucial to know, because this is what's **most effective** to use in your headlines that will grab your ideal customer's attention.

For example: Your Avatar wants to look fit and fabulous, but hates to spend hours in the gym or doesn't have the time or money for it.

Or your Avatar hates his job but can't afford to fire his boss...

### 3) Describe your Avatar's desire(s) / goals/ what he/ she wants

To use your prospect's desires and dreams in your headlines is also effective.

To use **a combination of "pain and desire" can be really effective**, you'll see this in my template 1 here below.

### 4) Describe the Solution(s) you offer

Note: Don't describe the product's features with too many boring details, that will not make your prospects buy. Instead you should **translate the features into benefits** that are useful and meaningful for your ideal customer.

When you have written all this down, then you have a clear picture of ==>>

- **WHO** you are writing to
- **How to get** your ideal customer's **ATTENTION** by addressing his / her pain / problem/ frustration/ desires/ dreams
- **WHAT benefits your solution offers**, so that your Avatar will find your product as the perfect **SOLUTION**, to solve his / her pain or problem or to fulfill his /her desire or dream

Having all this crystal CLEAR, will make it so much easier for you to write great, attention grabbing headlines, and also to write sales letters, blog posts etc. It's all about knowing WHO you're writing to, what THEY need, want etc. It's not about you or your product.

Another tip is to always write several headlines. Start on top of a paper (or Word document), then keep writing and re-writing new ones.

When you have 20-30 headlines choose the 1-2 you like best. The others can come handy for other capture pages, ads, email subject lines or titles of videos, blog posts or pages.

The templates I've given you can be used as is, and you can also mix and combine them, using words like: "even if", "despite of", "although" and so on.

I'd be happy to hear from you if you have any questions or just to get some feedback if this has helped you in anyway to write compelling headlines!

You can reach me here: [www.go.ckMarketingOnline.com](http://www.go.ckMarketingOnline.com) and also on my Facebook page: <https://www.facebook.com/ckmarketingonline>

*Enjoy!*

**Caroline Karlsson**



## Fill-In-the Blank Headline Templates:

You can start your headline with a “pre-headline” when that is suitable.

You can for example “**flag**” your target audience by starting with:

**Attention \_\_\_\_\_:**

ex: **Attention** Middle School Teachers/ College Students / Young Parents:

Or just a profession:

ex: **Advertisers:** If you advertise on Facebook.....

You can also start with stating what you offer for free:

**FREE \_\_\_\_\_ Reveals....**

ex. **Free Report/ Ebook/ Video/ Webinar/ Reveals...**

**Template 1:**

**How to get a benefit / desire – without any pain or frustration is very effective....**

**How to \_\_\_\_\_(benefit) without \_\_\_\_\_(pain/frustration)**

**ex. How To Naturally Turn Back The Clock, Stay Young And Healthy **Without** Starving Yourself Or Sweating It Out For Hours In The Gym.**

**ex. How To Get a Ton of FREE Traffic **Without** Having to Spend Months of Work, Time and Money**

**Template 2:**

**X Ways/ Steps to \_\_\_\_\_(desire/ reach a goal) While/ Without \_\_\_\_\_(no pain/ loss/ frustration)**

**ex. 5 Ways To Get Slim... **While** Still Enjoying Good Food and A Glass of Wine with Your Dinner.**

**ex. 5 Steps To Build Your Business Online **Without** Wasting Lots of Money or Time.**

**Template 3:**

**X Tips / Secrets/ Strategies To \_\_\_\_\_(desired result)**

**ex. 5 Secrets To Getting The Job of Your Dreams.**

**Template 4:**

**Who Else Wants \_\_\_\_\_ (desire)**

**ex. Who Else Wants To Travel the World?**

**ex. Who Else Wants To Make Money Online?**

**Template 5:**

**Pain/ Problem? \_\_\_\_\_ (solution)**

**ex: Headaches?** Try This New 10-Day Natural Treatment For FREE!

**ex. No Customers?** Discover How To Have Eager Prospects Calling and Begging You For a Next-Day Appointment

**Template 6:**

**Warning: If You \_\_\_\_\_, Then \_\_\_\_\_ (pain / not the desired result or something new)**

**ex. Warning: If You** Eat These 5 Common Foods Daily, **Then** You Will Age Faster and Damage Your Health

**ex. Warning:** Is Your Tap Water Killing You? New Breakthrough Discovery Reveals The Simple Way To....

Template 7:

**Discover** \_\_\_\_\_ / (**\_\_\_\_\_ Don't Want You To Know**)

ex. **Discover** The Most Shocking Health and Anti-Aging Secrets **Doctors Don't Want You To Know**.

Template 8:

**See How** \_\_\_\_\_ **Like You** \_\_\_\_\_ **While** \_\_\_\_\_

ex: **See How** Stay At Home Moms **Like You** Can Build a Profitable Business From Home, **While** Their Kids Are At School.

Template 9:

**Got a Passion For** \_\_\_\_\_ **? Learn How To** \_\_\_\_\_

ex: **Got a Passion For Fitness? Learn How To Earn A Living From Home So You Can Retire Your JOB**.

Template 10:

**Desired end result** \_\_\_\_\_ **Specific time period** \_\_\_\_\_ (**address objection e.g. cost or money back guarantee**)

ex. **Get Rid of Your Crows Feet** In 15 Minutes For Less Than 30 Bucks.

ex. **Get 20+ Qualified Leads Daily For Your Business** When You Click On That Button or We Refund Your Money.

The templates I've given you here can be used as is, and you can also mix and combine them, using words like: **“even if”**, **“despite of”**, **“although”** and so on.

You can also add a specific time: “in as little as 5 weeks”, “Discover How To.....In Less Than 90 Days”.

When you have a solution for a problem that your customer is facing, ***selling is so much easier.***

However, most people will not buy the first time they are introduced to your product/ solution.

Therefore, you must have a follow-up conversation with them. And to be able to do that, you must collect at least their email address, and have an automatic sales funnel in place.

Here's how you can do that: => <https://www.go.ckmarketingonline.com/how-to-build-a-list-of-ready-to-buy-leads/>

And here are 9 tips how you can increase sales online: => <https://www.go.ckmarketingonline.com/9-effective-ways-to-increase-sales-online/>

**I wish you all success and Good Luck with your headlines and marketing, and let's connect!!**

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