

A hand is shown typing on a keyboard, with a blue and purple digital glow. Overlaid on the hand and keyboard are several white icons: a padlock, a smartphone, a credit card, and a computer monitor displaying code. The background is dark with a grid of white lines.

101

Headline Hacks

SCOTT BYWATER

INTRODUCTION

The famous advertising revolutionary, David Ogilvy, once famously quoted the following:

“

On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar

”

Yet after more than two decades in the world of copywriting and over 10,000 hours in the trenches, I've yet to come across a book which broke down the top methods of writing headlines and explained how it could be applied to a range of different industries with specific examples.

That's exactly what this book does. And it stems from real experience of writing over 9,127 headlines - and seeing most of them split-tested, over a period of more than fifteen years.

It doesn't matter if you're writing headlines for Facebook ads, Google Adwords, LinkedIn, brochures, newspaper, websites, email subject lines...

Or even opening lines for TV, radio or phone scripts...

These principles apply across the board, because they show you exactly how to phrase those golden initial words of any communication in order to stop your reader in their tracks, and pay attention to your message.

And with digital marketing experts estimating most people are exposed to anywhere from 4,000 to 10,000 ads each day, this has never been more important.

The aim of this book is to help you cut through the clutter, in a noisy world. Hence, I promise:

Specific examples of not just the high level headline concepts, but how to apply them to a range of specific industries - so you can see how they work in the real world. If you keep this book handy as you're writing ads or any form of copy, it will be a reference that can guide and serve you for decades.

These are big promises, I know. Yet knowing the impact one good headline can make, I feel no uncertainty in making them. Thanks for taking the time to read this book, and please send me a note to scott@scottbywater.com.au when you write a winning headline using these principles. I'd love to hear about your success.

Scott Bywater

THE REAL REASON + BIG PROBLEM

This headline writing technique works a treat:

The real reason + big problem.

Followed by...

Hint: It's not due to common solutions.

Let's apply this to two different scenarios.

Imagine you're a real estate agent writing letters to people who can't sell their homes.

You could say something along the lines of...

The Real Reason Why Your Home Won't Sell

Hint: It's not because of where you're advertising.

Doesn't that make you curious?

And that's the job of a headline... right?

Ok, let's fire off another one:

A web designer:

The Real Reason Your Web Site Won't Convert

HINT:

It's got nothing to do with the design or the amount of traffic you're getting.

Can you see how this works?

Great.

How could you implement this into your ads?

PLAGUED BY / THE PROBLEM ISN'T / IT'S THIS

Plagued by a lack of leads?

Did that headline grab your attention?

There's a reason for it.

First, it uses a different word, plagued:

Sounds a lot better than:

“Lead Generation Problems?”

Doesn't it?

Now we could add to it as well, by adding a curiosity factor - and using "the problem isn't, it's this" technique.

FOR EXAMPLE:

Plagued by a lack of leads?

The problem isn't your ads, it's where you're placing them

Gets your curiosity going, right?

Ok, so how can you apply this same headline process to your business?

Let's say you're selling a fitness program.

Plagued by back pain?

The problem isn't how much you sit, it's the way you sit

Ok, now for a mortgage broker.

Plagued by paying too much interest to your bank.

The problem isn't the size of your loan, it's the way it's structured

See how it works?

You can do the same in your business.

And to answer the initial question...

If you're plagued by a lack of leads, the problem isn't necessarily your ads or you're targeting...

It's how you tie them all together.

Think about it: a car is useless if the engine or wheels don't work.

Same goes with your lead generation campaign.

RELATE + PROBLEM

“ Found in Kitchens, it Makes Your Risk of the Flu Soar ”

See how that grabs your attention?

Why?

Because it relates to something which is common to a high percentage of people (kitchen)

Plus, it relates to a problem most people are concerned about (the flu)

That's why it's a great headline.

So how could this technique apply to other types of businesses?

An accountant:

Common Mistake on Tax Returns (relate), it Could Cost You \$5,000 or More (problem)

A fitness company:

Worst Thing You Can Do at the Gym (relate), it Makes You Lose Vitality (problem)

A vet:

Found in Dog Food, (relate), it Makes Your Furry Friend's Breath Stink (problem)

So... how could you apply this same relate + problem strategy to your business?

DO SOMETHING SPECIFIC + BENEFIT / THREAT

FOR EXAMPLE

do this before June 30 and slash your taxes by 27%

Can you see how this pushes the urgency?

Remember, most people go shopping on Xmas eve...

And the reality is...

Nothing gets us as humans moving faster than a deadline.

Ok, let's apply this to a few different businesses.

A Search Engine Optimisation Company

Do This Before You Build Your Web Site, or You Could Lose
Thousands

A TYRE SHOP

Do This Before You Drive Down the Coast This Holidays, or
You Could be Putting Your Family's Life at Risk
[followed by a few studies which demonstrate poor tyre grip
with accidents)

A PHYSIOTHERAPIST

Do This Before Your Gym Workout, or You'll Boost Your Risk of
Injury by XX%

And of course, back up your claims with real data and studies
to avoid the 'yeah, sure' response.

So... how can you take this headline hack and adapt it to your
business?

IF PROBLEM, DO THIS...

FOR INSTANCE...

If You Get a Headache, Push This Pressure Point on Your Hand

This works because we ALL have problems, and we're looking for the closest thing to a 'magic bullet' to fix them.

So how could this be applied for different industries?

Let's take a look...

PEST CONTROL

If You See Cockroaches in Your Kitchen, Put This in Your Pantry Immediately

REAL ESTATE AGENT

If Your Home Doesn't Sell After 30 Days, Here's What You're Missing

FLORIST

If the Stress of 2020 Has Made Your Relationship Suffer, Try This

So... what problems do your clients face...

And how can you start with the problem in your headline to grab their attention and get them to reach out to your business to solve it?

USE METAPHORS, TURN YOUR ADS INTO A THRILLER

FOR EXAMPLE:

Best Selling Juice, Like a Friend Who Stabs You in the Back

We could have said:

This Best Selling Juice is Bad for You

But notice how the metaphor brings it to life.

Ok, let's apply this to a few different industries.

PRINTER

Why Cheap Printers are Wolves in Sheep's Clothing
(then go on to talk about how they overcharge for printer
cartridges)

MARKETING AGENCY

Advertising Without This is Like Jumping in a Swimming Pool
With a Shark

SECURITY DOORS

This New Security Door is Tougher Than Trump's Wall

See how each and every headline paints a picture in your mind,
and by using terms like "stabs you in the back", "swimming
pool with a shark" etc. it turns your previously boring headline
into the start of a thriller novel?

You're entertaining.

You're zoning in on the lizard brain.

And you're grabbing the attention you need to get your
reader to go to the next line - which is the ultimate job of the
headline.

SOMETHING COMMON COULD CAUSE A PROBLEM

FOR EXAMPLE:

Overlooking This on Your Tax Return Could Cost You an Extra \$1200

Wearing These Popular Shoes Could Cause Knee Pain

See how we picked out popular shoes and tax returns (widening the market), and then followed up with a problem to grab the readers attention?

Ok, let's apply this to a few different industries:

Business Advisor

Saying This to Your Staff Could Instantly Deplete Their Productivity

Recruitment

The First Thing to Look for on a Resume to Avoid Wasting Time

Builder

Never Build With These Bricks, They Devalue Your Home

So the them is...

STEP 1: Pick something common (staff, resumes, bricks) and then...

STEP 2: follow it up with a problem

It's the perfect 1-2 punch.

How could you apply this principle to your business?

RELATE TO SOMETHING THEY KNOW

This Headline Hack Makes Your Ad Stand Out Like an Orange Cow

By relating to something your target market knows, and turning it into a metaphor, it automatically "pops"

FOR EXAMPLE, let's say you're running a business selling security doors. You could say...

“ This New Security Door is Tougher Than Trump's Wall”

Notice how you get an image right away that "pops" into your brain?

LIKEWISE, if you have a pain relief company, you could test something like...

“ More Effective Than Ibuprofen on Headaches”

That's better than:

Gets rid of headaches.

Or powerful pain buster.

Or most of the traditional approaches to headlines.

LIKEWISE, if you're a digital security firm you could say something like:

“ Makes Your Data Harder to Crack into Than a Rubik's Cube”

And of course, Seth Godin wrote a book which used this exact technique, *The Purple Cow* (which I added a twist to in my headline above).

So over to you...

What could you relate to that your customers know, to make your headlines pop via the power of metaphor?

BEST AND WORST

Using "best" and "worst" can be incredibly powerful in headlines.

FOR INSTANCE, imagine you're an accountant:

“ Worst Mistake You Can Make on Your Tax Return, Costs You Thousands”

Or if you're selling a special type of immunity boosting coffee - you could use this headline to set the frame:

“ Worst Type of Coffee You Can Drink, Wrecks Your Immunity”

Where you potentially refer to the toxins in ordinary coffee, and how yours is different from the rest.

Or if you own a shoe store:

“ The Best Types of Shoes Mums With Toddlers Can Wear”

Bottom line: we all want to know what the best and worst things we can do to either a) avoid risk b) get an unfair advantage.

So how can you apply the "best" and "worst" technique to get attention for your ads?

HOW TO END [PROBLEM] BY [SOMETHING SPECIFIC]

Every human has one thing in common:

We all want to get rid of problems, and we want a specific way to do it.

So let's say you're a personal trainer, and you know a specific technique that gets rid of back pain.

You could say something like:

How to End Back Pain, by Doing This Routine at the Gym

Or if you're a leadership expert, you could say something along the lines of:

How to End Staff Dissatisfaction, by Running This Friday Meeting

Or if you're a lead generation expert:

How to Never Get a Poor Lead Again, by Asking These 4 Questions Before Someone Books a Meeting

So what problem can you help solve?

And how can you specifically do it?

Now use the answers to these two questions to create a compelling headline for your next ad or email subject line.

THE MISSING LINK: IF YOU'VE TRIED BUT FAILED, THEN

Everyone faces challenges about something.

And there's always something they are missing.

That's why this headline is so potent.

FOR EXAMPLE, let's say you're dealing with mums whose kids won't do homework.

The headline could read:

The Missing Link Which Makes Kids Want to Do Homework

If you've tried everything from discipline to rewards, but haven't been able to get your kids to consistently complete their homework on time, then here's what you can do to finally solve your problem.

How about a real estate agent?

They could send out something like this to homeowners who's house won't sell...

The Missing Link Which Stops Houses From Selling

If your house has been on the market for 30 days or more and hasn't sold, then here's what you can do to not only sell it, but get a premium price too.

And how about a lawyer:

The Missing Link in a Will Which Could See Your Kids Missing Out on Your Estate

If you've ever worried about what happens to your money after you die, then here's what you can do to make sure it ends up in the right hands.

So what's the missing link you have up your sleeve which can help your customers solve a problem?

WHAT TO DO BEFORE / TO BENEFIT

This headline hack works because it's very specific, and suggests by doing one simple thing you can achieve a significant result.

FOR INSTANCE, for a sales trainer...

What to do before a sales meeting to Close 37% More Sales

Or for a health coach...

What to do an Hour Before Bed to Wake Up With 37% More Energy

Or for an insurance company...

What to do Before You Buy a New Car, to Pay 27% Less on Your Insurance

Notice the natural urgency in the last one.

If you're looking to buy a new car, could you resist it?

So how could you help your clients, by supplying them with some forethought?

And what impact would that have on their lives?

Now take that, and turn it into a winning headline.

THE PERFECT HEADLINE FOR THE JADED PROSPECT:

Why You're Still / the culprit may be

For instance, someone who has tried 37 different slimming programs and been unable to shed the pounds...

Why You're Still Overweight

The culprit may be this little known hormone, found in most women over 40.

Or the middle aged business owner who hasn't yet found the break through to take their business to the next level...

Why You Haven't Cracked the 7-Figure Barrier

The culprit may be this unseen belief, found in most type-A personalities who never quite crack it.

Or the addictive personality...

Why You're Still Addicted to Smoking

The culprit may be this nasty ingredient, found in 98% of cigarettes and patches. But not this one...

See how this works?

Now what are your prospects and clients jaded about, and how can you apply this headline to your business?

REVERSE THE PROBLEM

Hitting on a specific problem your prospect faces will always get their attention...

Particularly if you can show them how you can reverse it.

And that's why this headline hack is so effective.

Think of it like this.

If you meet someone whose car is bogged, and you say to them:

“ I know a technique that can help you reverse out of this problem so you can be driving within 17 minutes”

They're going to pay attention... right?

The same applies to headlines.

FOR INSTANCE, if you're selling pain relief cream you could run with something like this:

“ How a 67-year old Reversed His Arthritis Symptoms in 27 Days”

LIKEWISE, if you were a relationship coach, you could run an ad along the lines of this...

“ How John Reversed His Pending Divorce in 90 Days”

Or if you were a physio or chiropractor, and were permitted to say it, you could run with an ad along the lines of...

“ Reverse Crippling Back Pain With These 7 Breakthrough Exercises”

See how it works?

Find a problem your prospect regrets - pain, a divorce, from a mistake they've made in the past (either knowingly or unknowingly) and highlight how they can reverse it.

So how could this apply to your business?

FOCUS ON YOUR TARGET MARKET

When someone sees your headline, you want them to say:

“ This is for me”

And that’s exactly what this strategy does.

For instance, I could say...

17 incredible writing techniques

Or I could say:

17 Incredible Writing Techniques for Accountants

Now if you’re an accountant, which one is going to grab your attention.

The one with the extra two words, added to the end... right?

Or if you’re a personal trainer or nutritionist...

7 Best Foods to Drop a Dress Size

Compared to...

7 Best Foods to Drop a Dress Size for Women Over 40

Or for a property buyers agent...

3 Best Types of Properties to Buy

Compared to...

3 Best Types of Property to Buy in East Sydney

As you can see, 2 or 3 words added to the end of your headlines can make the difference.

Now it's your turn... how can you apply this to your business?

THE UNIQUE SAVIOUR

Everyone wants to be saved from a problem, so if you can get someone's curiosity about doing so it can be very effective.

FOR EXAMPLE, let's say you've got some unusual herb that stops people from going bald.

You could run an ad along the lines of...

“ How an African Herb Saved Me From Going Bald”

LIKEWISE, if you're a property investor you could run an ad like...

“ How a Chance Meeting Saved Me From Buying a Dud Property”

Or if you're a personal trainer, maybe you could run an ad along the lines of...

“ How a 27 Minute Workout Saved Me From a Future Heart Attack”

This works because people love stories.

It's in our DNA. We used to sit around the fire and tell them, now they're told in Facebook ads and videos...

And by hooking your reader in like this you are tapping into your prospects innate desire to avoid pain, and their curiosity to find out what the story is all about.

So how can you apply the "unique saviour" headline to your industry?

WARNING FROM AN AUTHORITY

Never underestimate the power of authority.

Many trust it above virtually anything, as recent events have shown us.

So while you could say...

Warning About Mushrooms

That might get people's attention...

Yet this is far more powerful...

Warning About Mushrooms From the World's
Top Doctors

And this can be used in virtually any industry.

For instance, if you sell real estate, you could say...

Warning About Property Prices from the World's
Or if you're in the pet industry...

Warning About Bad Dog Breath From the World's Leading Vet

See how this works...

So how could you combine the warning + authority
technique for your business?

IGNORING THIS COSTS YOU

Nobody likes to miss out on something...

And that's what makes this headline so effective.

FOR INSTANCE, don't you wish you bought bitcoin at the beginning?

Or property 10-20 years ago?

Yet you ignored it, and it cost you.

You don't want to make that mistake again...

And that's why, if I was a florist, I'd test a headline like this...

Ignoring This Could Cost You Your Marriage

Then use studies which show that not appreciating your wife can cause your marriage to break down.

An accountant could do the same:

If You're a Business Owner...

Ignoring This Before June 30th Could Cost You \$8000 in Tax

And so could a web site design company...

Ignoring This on Your Website Will Wreck Your SEO

So what are your customers ignoring?

And how can you take this, and apply it to your business?

END THE PROBLEM

Everyone wants to end their problem.

So write down what problem your prospect has, together with how you can end it.

FOR INSTANCE, if you're an IT professional you could run with something like:

The Software that Can End Computer Crashes

Or if you're a bed shop, perhaps...

The Pillow that can End Insomnia

Or if sell a pain relief product...

The Nutrient that Can End Headaches

So how about you?

Do you end a problem for your prospects?

How do you do it?

Why not turn that into a headline right now?

ATTACK THE "HOPELESS" OBJECTION

If your target market is sophisticated. If they've heard all the claims. If they feel they can't do anything to solve their problem...

And you know you have a solution for it...

Use the "hopeless" headline.

For instance, if you're in the fitness world you could say something along the lines of...

How the XYZ Plan Deleted Jemma's Hopeless Belly Fat

Likewise, if you're in the health field...

Hopeless Back Pain Gone, After Just 3 Sessions

Or if you're in the debt recovery space...

Hopeless Debts Recovered, in Just 3 Phone Calls

See how this works?

So what do your prospects think is hopeless?

And how can you help them solve it?

ADDRESS THE MYTHS AND LIES

One of the most successful headlines I ever wrote was:

“Myths, Lies and Exercise”

Make no mistake about it,
attacking the myths in your industry works.

So let's say you're an advertising agency.

You could start with...

Myths, Lies and Facebook Ads

Or...

Don't be Played a Fool by Agencies Who Don't Understand
This

Or...

7 Deadly Secrets Your Digital Agency Doesn't Want You to
Know

The same concept applies to virtually any business, because
people are naturally skeptical.

And for good reason - if you look at what people like Dr.
Simone Gold or Dr. Vladimir Zelenko have to say about
current events, it's wise to be skeptical and not to believe
everything we see or hear.

So let's say you teach property investing and everyone
else is saying to buy negatively geared properties in capital
cities.

Your headline could be...

Myths, Lies and Negative Gearing

Or...

7 Deadly Mistakes Most Property Investors Make by Buying in
Capital Cities

So how could this same concept apply to your industry?

THE ZIG-ZAG TECHNIQUE

Years ago when all the investing newsletters were screaming about making fast cash...

Gary Bencivenga wrote a headline that read:

Get Rich Slowly

“ Forget the hype of get rich quick schemes, says this top financial planner”

And it worked.

So let me ask you...

What is everyone else in your niche doing right now?

Let's say you're a dentist, for instance, and everyone is selling braces.

Yet you have a different technology that works far better.

Perhaps you could run an ad like...

Forget Braces

All the benefits of braces, without the side effects

Or imagine you're a personal trainer and you have a technique, like interval training, which gets results faster.

You could say...

Get 90 Minute Workout Results in 20 Minutes

Likewise, you could call your customers and ask them what their biggest gripes are with the industry.

Then sell the opposite.

i.e. If they say, I'm tired of all the get rich quick guys. It's ridiculous.

You could create the headline: Get Rich Slowly :

Remember, when everyone else is zagging, zig instead :

USE PICTURE METAPHORS

The Great Nursing Home Escape
(with a picture of a broken chain)...

The Statin Drug Death Sentence (with a picture of a noose)...

The Ultimate Pac Man for Your Arteries
(with a picture of pac-men in arteries)...

These are real headlines from my swipe files.

And they cut through, because we instantly relate to metaphors.

In fact, Harvey Mackay wrote a book with the title...

“Swim With the Sharks, Without Being Eaten Alive”

So how could you use a metaphor in your business?

If you're an accountant, you could say...

Making This Mistake on Your Tax Return is Like Jumping in a Swimming Pool With a Shark

If you're a florist you could say...

Why Flowers are Like Female Viagra for Married Women

If you're a mechanic, you could say...

Taking a Long Car Trip Without Checking for This is Like Jumping out of an Aeroplane Without a Back up Parachute

Makes sense?

Great. Now go and apply it to your business...

SURVIVING A "DEATH TRAP"

Robert Collier said it decades ago...

We need to enter the conversation going on in our prospects mind.

And when there's a problem on the horizon, one of the best headlines you can use is the "survival" headline.

For instance, when GST was about to hit Australia, a good headline would have been...

“ What Business Owners Can Do to Survive the GST”

Likewise, with Obamacare in the US I've got an old sales letter in my swipe file which says...

“ How to Survive Obamacare”

So how could a builder do this?

They know building a home can be stressful for the owner, so they could create a special report along the lines of...

How to Survive a New Home Build

With opening lines like: Even if you hire a builder, deciding to build a new home is not for everyone, etc.

How about a commercial property company?

At the beginning of COVID
they could have ran an ad along the lines of:

How to Survive Tenants Underpaying Rent During COVID

See how this works?

Now take the concept and apply it to your business.

SPECIFIC TIME PERIOD TURNAROUND

Let's say you've put on a few pounds over the festive season, and towards the end of January you see an ad along the lines of:

“ 37-Day Shrink-Your-Waistline Turnaround”

Or...

“ 37 Day Xmas Weight Gain Turnaround”

With a before and after pic.

It would grab your attention, right?

We all want to turn around anything that's negative.

FOR EXAMPLE

If you're a financial planner, perhaps you could run an ad like this...

“ 5 Year Personal Wealth Turnaround”
Already proven by 647 ordinary people just like you

Or a pet food company offering higher quality nutrition could say...

“ 12 week dog breath turnaround”
Removes the parasites that turn your furry friends breath into a cess pool.

How about you?

What goes pear shaped for your client before they normally reach out to you?

And how can you help them turn it around, within a specific time period?

THE POPULAR POISON

Are Your Favourite Foods Laced With This Toxin?

Will Your New Car Have a Digital Error that Could Trigger an Accident?

Will Your Accountants Track Record Put You on the Hot Seat With the Tax Office?

Can you see how this works?

Think of something popular related to your industry.

Think of a poison.

And then hit your prospect between the eyeballs with it.

FOR EXAMPLE, a web designer:

Does Your Website Contain This Technical Glitch Which Wrecks SEO Traffic?

Or a stockbroker:

Is Stock X About to Get Smashed Because of New COVID Regulations?

If you're interested in Stock X or your website, this headline is virtually impossible to ignore... isn't it?

So how could you adapt this approach to get the attention of your prospects?

WHAT TO DO IF YOU'RE HAVING TROUBLE

This headline is easy for any business to use...

Just think of what your prospect is having trouble with.

FOR EXAMPLE

A parent might be having trouble teaching their kid to ride a bike...

So the headline reads...

What to do if You're Having Trouble Teaching Your Kid to Ride a Bike.

A woman might be having trouble falling pregnant:

What to do if You're Having Trouble Falling Pregnant

A business owner may be suffering with anxiety

What to do if You're a Business Owner Suffering From Anxiety

Just think of your prospects troubles.

Even send them a survey, and ask about their frustrations and challenges.

And then add the frustration directly after these 7 words.

HOW TO GET ALL THE BENEFITS IN LESS TIME

Everyone wants more results with less effort, right?

That's why books like the 4 Hour Work Week by Tim Ferris are such a hit.

So if you have a shortcut use this headline.

FOR INSTANCE

I recently saw a headline for a health newsletter subscription which read:

“How to Get All the Benefits of Exercise in Less Than an Hour a Week”

That's appealing, right?

And it could apply to many situations.

FOR INSTANCE...

“How to Drive to Work Every Day Using Half the Petrol”

Or for a real estate agent...

“How to Sell Your Home With Half the Open Inspections”

Or for a pool company...

“How to Keep Your Pool Crystal Clear, Using Half the Chlorine”

See how this works?

If you have a special technology, a hack, or a different way of approaching things which achieves more with less effort, this approach is worth testing.

THE PERFECT HEADLINE FOR FRUSTRATED PROSPECTS

If you're dealing with a prospect who's tried everything and is up to their eyeballs in frustration, the "Why You Can, And Still Not" headline is powerful.

FOR INSTANCE

Imagine you run a digital marketing company.

And you notice your prospects have tried everything, and nothing has worked.

You could roll out a headline along the lines of:

Why you can try SEO, Facebook Ads, Google Adwords, Sales Funnels and Cold Email - and Still Not Get Quality Leads

You could follow up by talking about the missing link (which might be research or understanding your target market, etc)

The same approach could work in weight loss...

Why you can try exercise, pills, dieting, juices, fasts and shakes, and still not lose your love handles.

Can you see how this works?

Make a list of everything your prospect has tried and been frustrated with.

Note the main benefit they're after.

And combine the two into a headline.

THIS WILL MAKE YOU

“Will make you” was actually found to be one of the most popular phrases by Buzzsumo after they analysed 100 million headlines.

So why does it work?

It's simple.

It takes the effort out of it for the prospect.

FOR EXAMPLE, if I say something along the lines of:

This Will Make You Become a Seven Figure Real Estate Agent

Not only does it pique your curiosity (because you're wondering what the "this" actually is), it also suggests there's little effort involved.

Ok, let's look at a few other applications of this.

Beauty Company: This Will Make You Look 10 Years Younger in 17 Days

Marketing Company: This Will Make Prospects Chase You, Instead of You Chasing Them

Maths Education: This Will Make Your Child Master Maths in Half the Time

See how this works?

Think of the benefit.

And then put "this will make you" at the beginning, and you've got your headline.

So how can you apply this to your business?

NEVER DO THIS

There's a famous headline in copywriting circles:

“What Never to Eat on an Airplane”

And it works, because it creates curiosity.

What's more, it's super specific.

You want to know what that one thing is right now, don't you?

Likewise, this approach can apply to so many industries.

Imagine you run a pet food company...

“What Never to Feed Your Dog for Dinner”
would work like a treat.

Likewise if you were an educator on real estate investing...

“What Never to Say to a Real Estate Agent”

Followed by a warning that if you say this, it could mean you could end up paying \$10,000 or more for your home.

What do you know your prospect should never do?

Why not turn this into a headline?

THE SOLUTION NOBODY'S HEARD OF

Everyone wants to find the secret nobody knows, and that's why this headline is so effective.

For instance, let's say you're a business coach for plumbers and you've created a system for getting new homeowners to use their plumbing service and sign up for 2 year retainer deals.

You could run a headline along the lines of:

What if There Was a Proven Way to Get 100 New Homeowners to Pay You \$500 a Year Each for Plumbing Services, and No One Heard About it?

Anyone who has something unique could use this...

FOR EXAMPLE

If you have a unique system for getting incredible results for students in their HSC...

What if There Was a Proven Way to Get a 90+ TER by Just Investing 3 Hours in Study a Week, and No One Heard About it?

Or a real estate agent...

What if There Was a Proven Way to Sell Your Home for 10% Above the Market Value, and No One Heard About it?

How about you?

What unique offering do you have that nobody's heard of?

BANNED, NOW PROVEN

If you're dealing with a product that has previously been banned, this headline can work a treat.

Or even if you're product has been dismissed, or neglected.

FOR INSTANCE

Did you know beer is banned in the 1920's in the USA.

So if you sold beer, you could run an ad along the lines of...

Banned in the 1920's, Now Proven to Lift Your Mood

Likewise, you could do the same with butter or eggs which were discredited by dodgy science (and there's no shortage of that going around at the moment)...

Smearred for Decades, Could it Make You Live Up to 12 Years Longer?

How about your business?

Is there something you sell that's been banned, or discredited?

FOR INSTANCE

a property educator could say something like:

Considered a Terrible Suburb, Could it Get the Best Returns in 2021?

How could this apply to your business?

IT SOUNDED ABSURD, UNTIL

If you've got an offer that sounds too good to be true, this is the perfect structure for your headline.

“ For example, let's say you sell a stock trading software which has beaten the market for 10 years running.

You could use a headline along the lines of...

“When I First Heard of This Stock Program it Sounded Absurd, Until I Generated a 27% return in 90 Days”

Or let's say you're an acupuncturist...

“ When I was Told Needles Would Fix My Back Pain it Sounded Absurd, Yet it Worked Within 72 Hours”

Or what if you sell a beauty service...

“ The Beauty Claims of This Cream Sounded Absurd, But Look What Happened in Just 7 Days” [followed by a before and after shot]

See how this works?

So make a note of the incredible results you get for your clients that seem too good to be true, and apply this headline to make your message pop.

IF YOU'RE SICK AND TIRED OF

If you know your target markets problem in detail, this headline is brilliant.

For instance, let's say you're a chiropractor and you do an analysis of your best clients and find they have back pain.

Your headline could read...

“If you're sick and tired of back pain, then here is something you need to know.”

Likewise, if you're an internet security company and your best clients reach out to you after their company has been hacked from overseas several times.

“If you're sick and tired of your servers being hacked from overseas, then here is something you need to know.”

Or imagine you're a dentist, who restores teeth...

“If you're sick and tired of being embarrassed about your teeth in meetings, then here is something you need to know.”

See how this works?

Find the biggest problem of your best clients and insert it into the gap. How could this be used in your business?

A POTENT QUESTION TO ASK YOUR BEST PROSPECTS

If you've got a specific target market who has a question on their minds, this headline can work a treat.

For example, let's say you're target market is commercial property investors, and they're wondering about whether to raise their rent back after dropping it as a result of the shifts in COVID.

“Should Commercial Property Investors Increase the Rent?”

Would grab your target markets attention.

Likewise, imagine you're a parent whose child is 7 years old.

A headline from a tutoring company along the lines of...

“Should Parents Invest in Tutoring for Their Kids as Young as 7?”

Could work. Likewise if you're targeting avid golfers...

“Should Golfers Invest in New Clubs to Lower Their Handicap?”

Can you see how this works?

Get specific. Zone in on your target market. Enter the conversation going on in their mind, and ask the right question.

How could this apply to your business?

THE GREATEST YOU'VE NEVER HEARD OF

Imagine you're an avid golfer, playing a round with Tiger Woods...

And he leans towards you and says...

“Do you want to know the greatest golfing hack you've never heard of?”

Wouldn't your answer be a resounding yes.

Would you be waiting with baited breath on the words that follow?

You bet you would.

And that's why this "the greatest you've never heard of" headline is so potent when used with an authority.

For instance, if you're a property buying agency it might read something along the lines of...

The Man Who's Bought 127 Properties in Sydney's Eastern Suburbs Unzips His Lips About...

The Greatest Properties to Buy Under \$600,000 You've Never Heard of

This works because:

We all want to know the secrets nobody else knows.

It comes from an authority

So how could you adapt this for your business?

BUST A MYTH, THE RIGHT / WRONG METHOD

For this headline, think of something everyone believes.

Something that's common knowledge.

And then bust that myth.

For example, let's say you're a nutritionist, and you create a headline that reads like...

Breakfast is an Important Meal for Women, Right? Wrong.

Doesn't that grab your attention, and make you want to read the next line?

It literally, shocks your brain, right?

And that's the job of a headline.

To incite curiosity.

So think of what everyone believes as gospel in your niche.

And then apply the right / wrong technique.

For instance, a headline for a school could say...

Kids should do more homework, right? Wrong.

Or a subject line for a health newsletter could read...

COVID tests are important, right? Not once you understand how PCR's work...

Or a personal trainer could rollout something like...

Exercising more is healthy, right? Don't be so sure...

So how could this apply to your business?

WHEN IT'S NOT ENOUGH

If you know your target market has been attempting something and not getting the results they're looking for, this headline can garner their attention.

For instance, let's say you're an entrepreneur who has been listening to a certain guru talk about hustle and content, content, content...

And you feel like you're going around in circles...

A headline along the lines of...

“When Hustle and Content Marketing Aren't Enough”

Followed by a sub-headline like:

The latest research shows this approach is causing thousands of people to stagnate, and stopping them from growing their business”

Could grab their attention.

“Likewise if you're a health expert with a unique approach, something like...

“When Diet and Exercise aren't Enough”

The latest research outlines why most people get it completely wrong - because they ignore these hormones

Would make people open their eyes.

How about you?

What are your prospects doing which you know isn't enough?

Why not test it as a headline?

THE 'SHOCK' AHEAD

Can you see something ahead which your prospects can't?

Would you like to warn them about it?

Then this headline is the perfect hook...

For instance, imagine you sell air-conditioners and you've done your research and can see this is going to be one of the hottest summers on record.

A HEADLINE ALONG THE LINES OF:

“The Hottest Summer in 27 Years Looms Ahead - And Installing an Air-Conditioner Will Soar When it Hits”

Could work like a treat a couple of months beforehand, while then explaining how supply / demand works, and why it's more expensive to install an air-conditioner in summer.

LIKEWISE, IF YOU SELL INVESTMENT
ADVICE A HEADLINE LIKE:

“A Crypto Boom Looms Just Ahead - and These Coins are Likely to Soar When it Strikes”

Would grab your readers attention, particularly with the specificity creating the curiosity about which coins.

LIKEWISE A REAL ESTATE AGENT
COULD RUN AN AD ALONG THE LINES OF:

“A Property Boom in Brisbane Looms Ahead - and These Suburbs are Likely to Get the Best Returns”

See how this works?

Great.

Now take what you can see coming that your prospects can't, and transform it into a headline.

HAD ENOUGH?

Slow Death by Facebook Sales Funnels

See what I did with that headline?

I pointed out something common, which is causing a serious problem.

Now let's say I was writing this ad to a b2b prospect who only targeted CEO's of high level companies.

I could continue on from there by explaining that following the latest trends was literally wrecking his business because that's not where his clients were hanging out.

So how could this apply to other business categories?

It's simple.

Think of something popular in your industry.

Then think of a problem.

For instance, a real estate agent.

Wreck Your Houses Selling Price by Running Auctions

Peaks your curiosity, doesn't it?

Makes you want to know more?

LIKEWISE,
an SEO company could create a headline along the lines of:

Wreck Your SEO by Upgrading Your Web Site

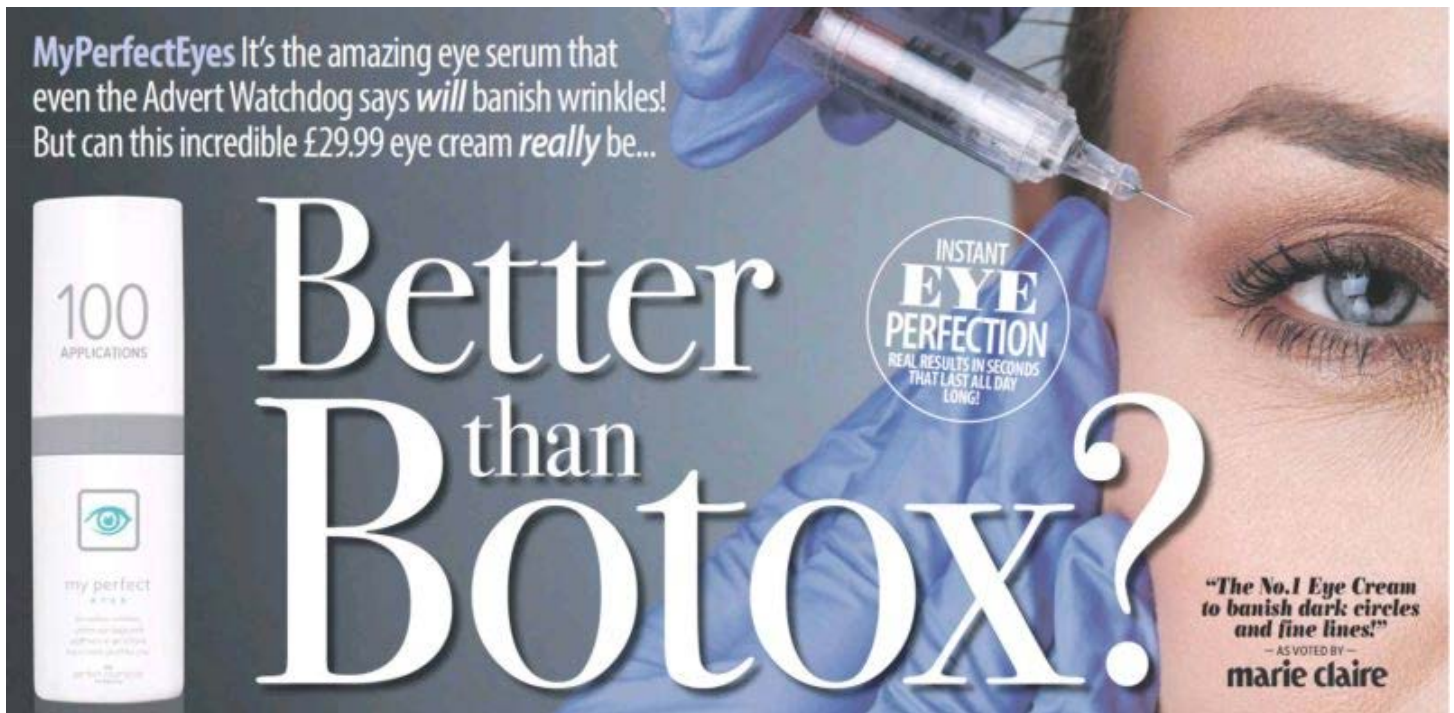
Followed by a subheadline: How upgrading your website without following the checklist can halve the amount of traffic you get. Yet there's a simple way to fix the problem within just a few hours.

Get it? Great...

So how can you apply this approach to your business?

HEADLINE HACK
#44

"BETTER THAN"



MyPerfectEyes It's the amazing eye serum that even the Advert Watchdog says *will* banish wrinkles! But can this incredible £29.99 eye cream *really* be...

100 APPLICATIONS

my perfect EYES

Better than Botox?

INSTANT EYE PERFECTION
REAL RESULTS IN SECONDS THAT LAST ALL DAY LONG!

"The No.1 Eye Cream to banish dark circles and fine lines!"
— AS VOTED BY —
marie claire

This formula is a proven winner...

You might remember a popular ad from years ago, which read...

Better than Botox

And this can be applied to virtually any business.

FOR EXAMPLE, IMAGINE YOU'RE A PAIN RELIEF EXPERT.

You could run a headline that reads...

Better than a Headache Pill?

Likewise, a real estate agent could run a headline comparing a suburb to a more popular one...

i.e. Is Redfern a better investment than Surry Hills?

In fact, the Ram 1500 did this perfectly, although instead of saying Better than a Ute...

They said...

Incorporating 'the metaphor' concept, together with the 'better than' concept.

So how about your industry?

What could you make a "better than" comparison to, in order to make your headline pop?

THE "WHAT IF / NOBODY'S HEARD OF IT" TECHNIQUE

The "what if" technique works a treat when you want to introduce something which nobody believes is possible.

FOR EXAMPLE...

“What if There was a Cure for Alzheimer's, and No One Heard About it?”

You want to know what's next, right?

Although you're skeptical, it's piqued your interest.

Likewise, let's say you sell courses on real estate investment.

How about...

“What if There was a Way to Find Positive Cashflow Properties in the Middle of Sydney and No One Heard About it?”

Or if you sell dog food...

“What if There was a Pill that Made Bad Dog Breath Disappear and No One Heard About it?”

See how this works.

What's something which is considered virtually impossible in your industry, but you know you can do?

Now use this approach to turn it into a headline.

FOR WHEN YOUR PROSPECTS TRY, BUT FAIL

I've been doing a lot of copy in the fitness space recently and one of the issues that rises to the surface all the time when doing research is...

“ I tried, but I couldn't achieve my goal”

In this situation, use the "why you can / and still not" formula:

i.e. "Why you can take all the supplements, protein, and lift all the weights you want, and still not grow bigger muscles."

Or if you're a business coach, perhaps:

“ Why you can work 80 hours a week, read 2 books a month, and still never crack the six figure ceiling.”

Or if you're selling a language course...

“ Why you can read 10 books in Japanese, and still struggle with the language”

See how this works?

So what do your clients try,
yet still fail to achieve their objectives?

Now use this formula, and turn it into a winning headline.

"BETTER THAN"

Sometimes your prospect has tried to do all the right things, but still fails to achieve their objectives.

And they're literally fed up.

They've had enough.

So when you enter this conversation, by calling it out, you can instantly resonate with them.

FOR INSTANCE,
IMAGINE YOU SELL A HEALTH SUPPLEMENT.

Your headline could read.

Had Enough of Being Told to Eat Less and Exercise More?

And followed up by using the word "enough" in front of all their other problems...

Enough counting calories? Enough drinking 10 glasses of water a day? Enough going to the gym 3 days a week?

Before you give up, give me 5 minutes of your time...

See how this works?

Find out what your prospects frustrations are, and then tap into the conversation going on in their minds.

i.e. the perfect headline for a teenager...

Had Enough of Doing an Hour of Homework a Night?

Or for someone who owns a car?

Had Enough of Cleaning Your Car Once a Week?

So what have your clients had enough of?

NOW TURN THAT INTO A HEADLINE :)

THE NEW BREAKTHROUGH

Everyone's ears prick up when we hear about a new breakthrough, so if you genuinely have found one, be sure to take advantage of it.

FOR INSTANCE

recently I spoke with a client who had discovered a new breakthrough for foot pain.

And you guessed it, a great headline here could be...

New breakthrough fixes foot pain

Likewise, imagine you're a tyre store and have found a new technology that makes tyres last twice as long. The headline could be...

New Breakthrough Makes Car Tyres Last Twice as Long

Or if you're a shampoo manufacturer with a new technology that makes hair stay blonder for 28 days longer, your headline could read...

MAKE YOUR CLIENTS LOVE YOU

New Breakthrough Makes Their Hair Stay Blonde for 56 Days, Instead of 28

Of course, you're going to get the 'yeah, sure' response...

So like any claim, you'll want to quickly back this up with proof.

Now... how can you apply this headline to your business?

DEMONSTRATE THE CLAIM



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

- years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
 13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.
- PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs **\$13,995.**

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959

One of the most famous ads in history was written by David Ogilvy...

“At 60 miles an hour, the loudest noise in this Rolls Royce is the Electric Clock.”

“ He could have just said, This Rolls Royce is Really Quiet...

But instead, he demonstrated the claim to really drive the point home.

So how could you apply this if you were selling a property?

HOW ABOUT...

At 50 metres above sea level, you'll literally see the whales sailing by in the ocean below."

Or...

“ SUBURB is So Leafy, it's the Closest Thing to Living in a Rainforest."

See how this works?

If you've got a tough tyre, for instance...

Don't just say our tyres are tough.

Run a Facebook ad with a tyre driving over nails with a headline along the lines of...

“ This tyre can run over 176 steel nails, without skipping a beat."

How about some ordinary device, like a blender?

Stay tuned, I'll be showing you this in my next post.



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

ARTHUR had just played "The Rosary." The room rang with applause. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, I strode confidently over to the piano and sat down.

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single note.

"Can he really play?" I heard a girl whisper to Arthur.

"Heavens, no!" Arthur exclaimed. "He never played a note in all his life. . . But just you watch him. This is going to be good."

I decided to make the most of the situation. With mock dignity I drew out a silk handkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stool a quarter of a turn, just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?" called a voice from the rear.

"We're in favor of it!" came back the answer, and the crowd rocked with laughter.

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first few bars of Beethoven's immortal Moonlight Sonata. I heard gasps of amazement. My friends sat breathless—spellbound!

I played on and as I played I forgot the people around me. I forgot the hour, the place, the breathless listeners. The little world I lived in seemed to fade—seemed to grow dim—until only the music was real. Only the music and visions it brought me. Visions as beautiful and as changing as the wind-blown clouds and drifting moonlight that long ago inspired the master composer. It seemed as if the master

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!

A Complete Triumph!

As the last notes of the Moonlight Sonata died away, the room resounded with a sudden roar of applause. I found myself surrounded by excited faces. "How my friends carried on!" Men shook my hand—widely congratulated me—pounded me on the back in their enthusiasm! Everybody was exclaiming with delight—plying me with rapid questions. . . "Jack! Why didn't you tell us you could play like that!" . . . "Where did you learn?"—"How long have you studied?"—"Who was your teacher?"

"I have never even seen my teacher," I replied. "And just a short while ago I couldn't play a note."

"Quit your kidding," laughed Arthur, himself an accomplished pianist. "You've been studying for years. I can tell!"

"I insisted. I decided to keep it a secret so that I could surprise all you folks."

Then I told them the whole story. "Have you ever heard of the U. S. School of Music?" I asked.

A few of my friends nodded. "That's a correspondence school, isn't it?" they exclaimed.

"Exactly," I replied. "They have a new simplified method that can teach you to play any instrument by mail in just a few months."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

"A few months ago," I continued, "I saw an interesting ad for the U. S. School of Music—a new method of learning to play which only cost a few cents a day! The ad told how a woman had mastered the piano in her spare time at home—and without a teacher! Best of all, the wonderful new method she used, required no laborious scales—no heartless exercises—no tiresome practicing. It sounded so convincing that I filled out the coupon requesting the Free Demonstration Lesson."

"The free book arrived promptly and I started in that very night to study the Demonstration Lesson. I was amazed to see how easy it was to play this new way. Then I sent for the course."

"When the course arrived I found it was just as the ad said—as easy as A.B.C. And, as

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 ease! And I never did have any special talent for music!"

Play Any Instrument

You too, can now teach yourself to be an accomplished musician—right at home—in half the usual time. You can't go wrong with this simple new method which has already shown 350,000 people how to play their favorite instruments. Forget that old-fashioned idea that you need special "talent." Just read the list of instruments in the panel, decide which one you want to play and the U. S. School will do the rest. And bear in mind no matter which instrument you choose, the cost in each case will be the same—just a few cents a day. No matter whether you are a mere beginner or already a good performer, you will be interested in learning about this new and wonderful method.

Send for Our Free Booklet and

Demonstration Lesson

Thousands of successful students never dreamed they possessed musical ability until it was revealed to them by a remarkable "Musical Ability Test" which we send entirely without cost with our interesting free booklet.

If you are in earnest about wanting to play your favorite instrument—if you really want to gain happiness and increase your popularity—send at once for the free booklet and Demonstration Lesson. No cost—no obligation. Right now we are making a Special offer for a limited number of new students. Sign and send the convenient coupon now—before it's too late to gain the benefits of this offer. Instruments supplied when needed, cash or credit. U. S. School of Music, 1831 Brunswick Bldg., New York City.

U. S. School of Music, 1831 Brunswick Bldg., New York City.

Please send me your free book, "Music Lessons in Your Own Home", with introduction by Dr. Frank Crane, Demonstration Lesson and particulars of your Special Offer. I am interested in the following course:

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Pick Your Instrument

- Piano
- Organ
- Violin
- Drums and Traps
- Banjo
- Tenor
- Saxophone
- Clarinet
- Flute
- Scrapbook
- Voice and Speech Culture
- Automatic Finger Control
- Piano Accordion
- Celli
- Harmony and Composition
- Sight Singing
- Ukulele
- Guitar
- Hawaiian
- Steel Guitar
- Harp
- Carrot
- Piccolo
- Trumbone
- Piano Accordion



They laughed when I sat down at the piano - but when I started to play" is a famous ad.

And there's a couple of reasons for this...

It taps into a very specific human desire - the desire to prove others wrong.

What's more , it makes the claim dramatic.

“ Think about it. It could have just said...
This will make you play the piano better”

But via these words, it painted a picture.

You can imagine yourself sitting down to play and everyone gasping.

It grabs your attention. You can feel the emotion.

Could this apply to another product?

Sure, how about someone who sells education...

“ He Surprised Her With a Mercedes - Yet Nobody Thought
He'd Even Finish High School”

See how this appeals to the underdog, and could work perfectly for any program about making more money?

Sounds a lot more exciting than "buy my course", doesn't it?

Or how about an accountant?

“ We can take that holiday now,
Sarah - I'm Saving Big Money in Tax Now”

Sounds better than "John's Accountants - We Save You Money in Tax" doesn't it?

That's what making the claim dramatic does...

So how could it apply to your business?



Paradox headlines work because they tap into the Crocodile brain.

They're different.

They stand out.

Much like the guy with a crewcut stands out when walking down the street.

For example, there's a famous headline that's often referred to in copywriting books:

“ How a bald-headed barber saved my hair ”

Grabs your attention, right?

It's the opposite of what you'd expect.

So how could this apply elsewhere?

HOW ABOUT THIS:

“ How a Broke Accountant Made Me a Fortune”

This could be written by an entrepreneur who was helped by an accountant who has fallen on hard times.

He got me incredible results. He's been through some tough times, but he knows what he's doing.

Or how about...

“ How a D grade student Increased My Kids Maths Grades”

Polarising, isn't it?

But who better to teach someone maths, than someone who was a former failure at it (so they know the pain).

Ok, over to you...

How could a "paradox" headline work for your business?

BEFORE AND AFTER THE CLAIM

Essentially, what everyone wants when they buy a product or service is to go from where they are to where they want to be.

And that's what makes this before / after strategy so powerful.

it shows the story.

i.e. let's say you're a SEO company. Your ad could read...

Before optimizing XYZ company's web site, they were generating 500 visitors a week, and 2 average leads.

After optimizing it, they're now getting 5000 visitors a week, and 15 quality leads.

That's right.

The before / after is not relegated to weight loss, and those in "visual" industries.

HERE'S ANOTHER EXAMPLE, FOR A REAL ESTATE AGENT:

Before listing their house with us, he generated 1 inquiry in 90 days.

After listing their house with us, they generated 10 serious inquiries within 30 days - and sold their house for 12% above the expected value.

What made the difference?

Then explain the difference in your unique process.

So what's your before / after?

And how can you apply this concept to your business?

TURN THE CLAIM INTO A CASE STUDY

If you've ever achieved results for a client, this is one of the best headlines and openings you can kick off with.

FOR EXAMPLE, IMAGINE YOU'RE A REAL ESTATE AGENT.

Instead of doing what everyone else is doing, and running ads along the lines of:

John Stuart, Been in the Industry for X years

Why not flip it, and write something like:

How John Simpson of North Bondi Sold His House at 27% Above Reserve

And then tell the story.

i.e. the problem he faced (conditions of the market, not selling through other agencies).

The process (what you did differently to get them the result)

And the end result.

Remember, proof sells.

So you have proof, instead of relegating it to a minor testimonial deep in the copy, lead with it.

i.e. a Landscaper

How John's New Garden Added \$120,000 to the Value of His Property

John's New Garden is Like a Magnet for His Grandchildren - Who Now Visit Regularly

See how this works? Identify the appeal of your target market. Find the case study which proves it can be done.

And roll it out to grab the attention and trust of your target market.

OFFER INFORMATION

People always gravitate towards value, and that's why this ad was a classic of its time - educating its readers on the stock and bond business.

It could work equally as well for something like bitcoin or cryptocurrencies today.

Or a real estate agent could run an ad along the lines of:

“What Everybody Ought to Know About Property Prices in Parramatta”

A dentist could run an ad along the lines of:

“What Every Parent Ought to Know About Braces”

A personal trainer could write an ad along the lines of:

“What Everyone Over 50 Needs to Know About Exercise & Aging Bones”

Then just deliver on your promise. Give massive value, and close with a paragraph stating that you've tried to answer the most common questions, however there's far more to know.

And you'll be glad to either send them a booklet or meet with them (whatever the call to action is).

Particularly in this age when funnels and free reports have become so commonplace, this angle of delivering value first separates you from the crowd.

So how could this apply to your business?

P.S. Link to readable ad in comments...

About This Stock And Bond Business

Some plain talk about a simple business that often sounds complicated.

WHY WE ARE PUBLISHING THIS INFORMATION

A little while ago we were talking with the editor of a big national magazine, a well-informed man. He said that he had never done business with a broker because he was afraid he wouldn't understand the "lingo they talk."

That stopped us, made us realize there must be a good many other people, who are deterred from investing simply because they don't understand the basic mechanics of this business.

And that is a serious matter. Why? Well, if people do not invest their funds in securities, American industry and American government will not have the capital they need for growth - for new products, new plants, new jobs. That capital can come from just one place: People. Not just a few people with great fortunes - there aren't many of them any more - but from millions of people.

Or look at the situation from the investor's point of view. A lot of people might like to put their surplus savings where they could earn a fair return on them, but these people are unfamiliar with securities, they aren't likely to invest their money in them.

So it has become to us an obligation to try to explain this stock and bond business as simply as we can.

But where do you start? Well, we might as well go right back to fundamentals, but instead to the most common words in the business. You may find a lot of this explanatory material that the *over fellow* may not be wholly clear about the exact difference between a *bid* and a *quote* so we'll start right there, in the belief that you'll be obtaining enough to help you to understand.

MERRILL LYNCH, PIERCE, FENNER & SMITH

What Are Stocks?
The stock of a company represents the ownership of that company. If you own a share of stock in a company - let's call it the Typical Manufacturing Company - you own a piece of that company.

Why Does Anyone Buy Stocks?
For the same reason that anyone might want to own his own business or have a stake in one: To make money.

How Big Are Dividends?
That depends primarily, of course, on a company's earnings in any given year. Most companies try to pay dividends at a regular annual rate, such as \$1 or \$2 or \$5 on every share of stock.

Why Do Stock Prices Change?
The price of a security at any given time is nothing more than the collective opinion of all the people who are then buying or selling it - their opinions about the value of the security.

What Are Bull and Bear Markets?
Sometimes a great many people will decide to buy or sell at the same time that it is a good idea to buy stocks. Such general buying action raises the average price of all stocks.

What Other Securities Are There?
So far, we've been talking about common stocks. In addition, some companies have preferred stock, usually offered originally at \$100 a share.

What Are Stocks Worth?
The price of a stock, like the price of food or clothing, depends on how much other buyers are willing to pay for it, how cheaply those who own it are willing to sell.

What People are Willing to Pay for a

wants to buy as low as he can and sell as high as he can. That's why we maintain a close, continuous study of market conditions at all times, why our findings are always available to anybody who wants to reduce the risk in deciding when to buy or sell.

What Help Will a Broker Give You?
When you do the investing, you can tell your broker as little or as much as you want to about your money problems.

What Is the Stock Exchange?
The securities of more than 1,200 major companies are listed and traded on the New York Stock Exchange, which means that they have been accepted for trading there.

How Do You Get a Price Quotation?
Now let's suppose you want to buy 100 shares of Typical Manufacturing Co. You can stop by the office and place your order in person - which you might want to do if you want to talk with Ross and get information from him about Typical.

How Do You Place an Order?
In a few minutes Ross calls to say that Typical is quoted at 25 1/4, 25 1/4 bid. By that he means that \$25 1/4 is the highest price that anyone is then willing to pay for shares of Typical.

How Are Orders Executed?
Suppose you give Ross a market order for 100 shares of Typical. That order is immediately transmitted to our New York headquarters and placed direct to a program order to buy on the floor of the Exchange.

What People are Willing to Pay for a

will learn any exchange office in America without asking leave.

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Does that mean that we will tell you how to invest your money? This is a point we want to make absolutely clear, for it involves a fundamental Merrill Lynch principle. Certainly, we'll try to help you if you want us - if you ask for our advice and counsel. But we will not give you unsolicited advice; we will not foist our opinions or our recommendations upon you.

What Help Will a Broker Give You?
When you do the investing, you can tell your broker as little or as much as you want to about your money problems.

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What People are Willing to Pay for a

How to Buy and Sell Securities

There's nothing complicated about buying or selling stocks. It's as easy as making a phone call. As a result of a letter that we've written to our customers, we've decided to publish a booklet that will help you to understand the stock and bond business.

How Do You Get a Price Quotation?
Now let's suppose you want to buy 100 shares of Typical Manufacturing Co. You can stop by the office and place your order in person - which you might want to do if you want to talk with Ross and get information from him about Typical.

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voice. Secret transactions are not permitted.

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What People are Willing to Pay for a

Copies of this advertisement in pamphlet form are available on request. No charge, no obligation. Just write or phone Dept. AD-50.

MERRILL LYNCH, PIERCE, FENNER & SMITH
Underwriters and Distributors of Investment Securities
100 Pine Street, New York 7, N. Y.
130 Fifth Avenue, (57th St.) New York 17, N. Y.

NEW YORK 7, N. Y. Tel. MU 6100-6122
Newark: 744 Broad St. - Tel. Market 34300
Stamford: 80 West Park Place - Tel. 4-7355

WARN THEM



An angle which worked well in the Yellow Pages (remember them?) many years ago was to warn your reader not to choose someone else.

i.e. let's say you flipped to the plumbing section, and a headline bounced out at you along the lines of:

WARNING: Don't Hire a Plumber Until You Read This

It would be hard to ignore, right?

The same concept could easily be applied to Google Adwords today.

And it could literally be applied to any industry.

FOR EXAMPLE...

Don't Buy Braces for Your Child Until You Read This

**The Single Biggest Mistake Parents Make,
Which They Later Regret**

Or a life insurance company...

Don't Get the COVID Vaccine Until You Read This
Did you know it's still in clinical trials, and side effects
are not covered by some insurance companies?

Or a sunscreen company...

Don't Swab Sunscreen on Your Skin, Until You Read This
The Secret Carcinogen Nobody's Telling You About

See how this works?

So how could this apply to your business?

IF YOU CAN, YOU CAN

If you want to point out how easy something is, one of the best ways to do it is to compare it to something simple in your headline.

FOR INSTANCE...

Imagine you sell a course on learning the Greek Language.

Your headline could read something along the lines of:

“If you can count to eleven, you can learn to speak 47 common Greek sentences in a weekend.”

See what this does?

If you thought it was going to be hard, your fears are immediately alleviated.

Let's say you teach people to renovate their homes, so they sell for more. Your headline could read...

“If you speak on a phone & write a list, you can increase the value of your property by 14%”

And then explain they don't have to do it, they just need to hire the right people.

Likewise, if you're a maths tutor your headline could read...

“If your C-Grade Year 10 child can study for 20 minutes a day, 3 days a week, I can get him an A in maths for his HSC.”

So now you're seen 3 examples...

How could you apply this to your business?

WHAT'S DIFFERENT?

Is there something your product or service offers that is different?

Then why not kick off your headline with it?

FOR EXAMPLE, for a real estate agent:

The difference in our real estate sales process is we make your home worth more before we sell it.

Or for a pest controller:

The difference in our pest control service is we don't use any toxic chemicals

Or for a supplement:

The difference in XYZ protein powder is we use grass fed cows and eliminate the additives

This approach is particularly powerful if you survey your clients first, by asking them what the biggest gripe is in their industry...

And then show how you're different directly in your headline.

So... how could this headline hack apply to your business?

REGRET

There's nothing so painful as the feeling of regret.

And by striking this emotion in your headline, you can quickly grab your prospects attention.

FOR EXAMPLE, A CAR DEALER

If you've already bought a new car, don't read this. It'll break your heart."

This could work particularly well in a Google Ad for example, where you know people are looking for cars.

The reader looks at it. And thinks they better read it, otherwise they will make a mistake.

Then you could follow up by talking about how by buying from you will save them money.

Or how you offer them lower priced insurance.

Or whatever benefit you can offer them over someone else.

Same for a restaurant.

“ If you've already booked your mothers day lunch, don't read this. It will break your heart."

FOR EXAMPLE

Acar dealer If you've already purchased your wedding dress, don't read this. You'll be kicking yourself."

Nobody likes to make a mistake.
Everyone wants an advantage.

And that is why this headline is powerful.

So how could you apply it to your business?

GO DIRECT FOR THE JUGULAR

If you've got a very specific target market, don't mince your words.

Focus on them specifically on the headline.

For instance, let's say you've got a course on how to grow a big business.

A HEADLINE LIKE THIS:

“To the Man or Woman Who Will Settle for Nothing Less Than a 7 figure Business”

Would grab the attention of ambitious entrepreneurs, and repel those who aren't a good fit.

Likewise, if you sell stables to horse lovers...

“To the Horse Owner Who Won't Settle for Anything but the Best”

Would attract a premium quality buyer.

Or if you sell vitamins to men over 45, something like...

“To the 45 Year Old Man Who Has Noticed His Energy Levels Drop”

So the formula is...

- a. Who is your target market?
- b. What benefit are they after / or problem are they suffering from?

Combine the two and test a "go for the jugular" headline for your business.

IS THIS TOO GOOD?

If you've got an incredible claim, create curiosity and appeal to the "yeah, sure" skepticism in your prospects head by accusing it of being too good.

For instance, let's say you sell a vitamin that really does boost people's energy quickly -- particularly if they are a man over 45.

A HEADLINE LIKE THIS COULD WORK A TREAT:

Should Energy-Boosting Vitamins Like This Be Legal?
Men over 45 all over Australia swear by them.

LIKEWISE,
if you have a device which works effectively for back pain.
How about...

So Effective for Back Pain, Should it be Banned?

Or how about a headline for a web site conversion tool:

Doubles Your Web Site Conversion, Should it be Allowed?

See how this works?

Think about something you do, that seems too good to be true.

Then ask the question... "is it too good" in your headline?

WHEN PROBLEM, DO THIS

If you've got a product or service, that solves a problem...

And you can hit your reader between the eyeballs at just the same time as they have that problem...

Then this could be the perfect headline.

Let's say you do a search on Google for back pain for example.

And you see a headline which reads...

When you suffer from back pain, press this pressure point on your spine

Don't you want to read more?

Likewise, if you're doing a search for wet carpet...

HOW ABOUT AN AD THAT SAYS:

If you have wet carpet, don't do this in the first 2 hours

Again, it's hard to ignore.

Or how about if you're doing a search to buy a barbell for your home gym - and see an ad like this:

If you're looking for a barbell, check for these 3 things first

Again, hard to resist.

So with this in mind...

What problem does your product solve?

And how could you apply this to your advertising?

CHALLENGE A LIMITING BELIEF

Before writing an ad, you need to know what your prospects beliefs are.

FOR INSTANCE, let's say I'm writing an ad on email copywriting.

I need to know that people are worried about how they'll be perceived if they write too many emails

Or that they won't make any money

Or that email doesn't work in their industry.

And once you know those beliefs, you can address them directly in your headline.

For instance, let's address the "won't make any money" belief.

The headline could read:

You Can Triple the Number of
Sales You Make From Your Email List

It's a challenge.

And you'll need to back it up to show how.

But it grabs the readers attention.

And the right type of reader - not the one who has so much cognitive dissonance he won't let any new ideas enter his head.

Likewise we could address the email doesn't work in my industry belief, by saying (if he was a real estate agent)...

Real Estate Agent Gets 7 New Listings via His Email List

Or for the "my clients won't like me" email, how about a case study headline along the lines of...

I Sent Twice as Many Emails - and My Clients Love Me for it

Of course, you could also layer these headlines as sub-headlines throughout your sales copy - to make sure you knock off all the limiting beliefs one by one.

With this in mind, what are the beliefs that stop your prospects from buying?

And how could you address them directly in your ads and headlines?

ENGAGE YOUR READER

Rather than making a claim, zig while everyone else is zagging and turn it into a challenge.

For instance, imagine you sell a product which cleans any type of metal and makes it shine like brand new.

Instead of saying "our product makes your metal shine like brand new"...

You could instead show two cleaned pieces of jewellery (with yours looking far better) and say...

Which Piece of Jewellery Would You Pay More For?

From there, you could explain why your process works far better than any other on the market.

Likewise, let's imagine you're a renovation specialist.

YOU COULD RUN A HEADLINE ALONG THE LINES OF:

Which Property Do You Think Sold for More?

And then explain how the renovated one sold for \$120,000 more with a \$30,000 spend, after you've involved your reader.

A personal trainer could do the same?
Show a before and after picture of a client, and ask...

“ How Long Do You Think it Took Sarah to Drop 15 Pounds?”

By engaging your reader with a challenge, you make it interesting.

They're no longer a spectator.
They're present, and right there with you.

So what could you do to challenge your reader and make them more engaged with your content?

MAKE IT LOOK LIKE NEWS

For better or worse, if there's one thing people read without resistance, it's the news...

So why not make your headline read like the news, in order to grab your scrollers attention?

FOR INSTANCE, LET'S SAY YOU'RE A MORTGAGE BROKER.

Rather than running an ad along the lines of "Mortgage Broker - Call Me to Look After Your Home"

You could think like a publicist and brainstorm some ideas - such as...

“ Why All Mortgage Brokers are Not Created Equal"

This could be followed up by creating distinctions between the best and worst mortgage brokers in an educational fashion - then making the segue back to a special report at the end about how to choose a mortgage broker.

The natural progression from there, once you have established your difference, would be for them to reach out to you.

Another news angle could be a case study.

i.e. How Jane and Rob Saved \$70,000 by Refinancing Their Home

AND YOU COULD ALSO TEST A MYTH BUSTING HEADLINE:

“ Mortgage Myths Busted:
These Innovative Strategies Turn the Industry on its Head"

See how this works?

And one of the best things you can do if you're looking for "news" headlines is to go to the publications your target market reads and respects - and use them for inspiration for your headlines.

So why not make a list of those publications now, and dedicate some time to reviewing the headlines to brainstorm ideas.

FEATURE THE PRICE

You shouldn't always mention the price in a headline.

IN FACT, it could be a good mistake.

What you must factor in here, is the level of awareness in terms of your product or service.

FOR INSTANCE, years ago I worked with a client in the NLP seminar niche.

The price for seminars was set at \$2,000 - \$3000.

Everyone knew that was the price to expect.

So when they did exactly the same thing, but sold it at \$297 it made sense to feature the price in the headline.

By price simplifying, they dominated the market - and then picked up the profits on the back end.

So should you use this approach?

Yes, if your product or service has a high price awareness level.

No, if it doesn't.

So if you're selling lounge suites, a headline along the lines of:

“ Magnificent All Leather Family Lounge... \$699”

Or...

“ It's True - Genuine Leather Lounge Just \$699”

or...

“ Guaranteed 100% Leather Lounges... \$699”

Could work well.

Likewise, if you sell cans of drink, something like...

Cans of Pepsi: 50c With Any Order

Could be effective.

However if you're a consultant looking to attract a premium client, this is probably not advisable.

So know your intention. Know your market.

And then base your decision on the "price headline" off this.

BEGIN WITH THIS

There's perhaps no more powerful word to use in a headline than THIS.

I stumbled upon it after doing thousands of headline split-tests -and I'll explain why it's so effective in a moment.

But first, let's provide some examples of how to use it.

Imagine you sell washing machines.

And you do some surveys, to find out what matters to your customers.

i.e. what really makes them buy, and what they hate.

And you discover noise is their single biggest frustration.

Then the perfect headline could be...

This is the Quietest Washing Machine on the Planet

If you're looking for any product or service - and I've nailed your biggest concern - don't you want to read the next line?

Of course you do.

Your curiosity is piqued.

And this could be used for any market.

FOR INSTANCE...

This is the Fastest Way to Learn Spanish if You're Over 60

This is the Best Way to Sell Your East Sydney Property

This is the Best Morning Vitamin Regime

Curiosity is the reason I didn't explain "why" THIS is so potent in the beginning.

I used an open loop to keep your engagement.

And that's exactly what the word "THIS" does in any headline.

BEGIN WITH THIS

World-famous copywriter, Gary Halbert, used this headline years ago and it worked exceptionally well...

Which makes sense...

Because it's what everybody wants.

HIS HEADLINE WAS:

How to Make Maximum Money in Minimum Time

And this could be applied to any industry.

For instance, if you're a personal trainer.

How to Drop Maximum Pounds in Minimum Time

How to Gain Maximum Muscle in Minimum Time

IF YOU'RE A REAL ESTATE AGENT:

How to Sell Your Property for the Maximum Price in Half the Time

IF YOU'RE AN ACCOUNTANT:

How to Get the Maximum Tax Return in Half the Time

And this framework can be adjusted and made more specific.

For instance, if you sell courses on investing in commercial property it might read...

How to Get Double the Returns of Residential Property, in 3x Less Time

So how could it apply to your business?

A THING OF THE PAST

If you're working in an industry where you think your product is WAY better than the competition...

And you have a revolutionary new technology or approach...

Then this headline can be a killer.

JUST SAY: it may be a thing of the past.

For instance, let's say you sell property.

And you've found auctions don't work in your area. You've built out a better approach and your clients are selling their houses for more.

Your headline could be...

“ Selling Houses via Auction in SUBURB May be a Thing of the Past”

Likewise, if you're a personal trainer and high intensity interval training is all the rage in your industry...

But you've found it flat out doesn't work.

Your headline could be:

“ HIIT Training May be a Thing of the Past”

Or if you sell sales training, and everyone else is using closing scripts, but you're finding they don't work...

You could test a headline along the lines of...

“ Why Closing the Sale May be a Thing of the Past”

Of course you've got to back it up and explain the specifics of why your approach is superior.

So where is your industry outdated?

Where could you offer a better solution that stands out?

And how could you turn this into a "stop the scroll" headline?

HIDDEN WEALTH

Every single individual, every business...

Has some wealth they're not tapping into.

For instance, one of the easiest ways to generate revenue for any business...

Is to send a strategic offer to their email list of warm prospects who know, like and trust them...

So if I was looking to make an offer to this target market, my headline would read...

“ Tap the Hidden Wealth Inside Your Email List”

Yet it's not just about money - if you're a personal trainer you could run a headline along the lines of...

“ There's Hidden Gains in Your Gym Workout 99% of People Miss Out on”

And then explain what they are and how easily they can be accessed, without investing more time.

Likewise a real estate agent could run an ad along the lines of...

5 things to Do Before You Sell to...
Tap Up to \$50,000.00 of Hidden Wealth Inside Your Property

See how this works?

You're in the industry. You can see easy ways your clients can access wealth that they can't.

So when you run ads which show them how...

It's almost like you're pointing them to a pot of gold that's sitting in their backyard and handing them the shovel.

They'll love you for it. And you'll gain more clients.

So how could this approach apply to your business?

NEW BREAKTHROUGH

If you've got something that truly is a breakthrough, then mention it in your headline.

FOR EXAMPLE, imagine you have found a substance which makes headaches disappear in 17 minutes in most cases.

Something like...

New Breakthrough Makes Headaches Disappear in 17 Minutes

Could be really powerful.

Potentially if you follow up with something which dives deeper.

FOR EXAMPLES

Tricks your body's cells into relieving pain without medication.

Yet it doesn't stop there.

This technique could be used for many industries.

FOR EXAMPLE, if you teach people how to invest in real estate and have developed a new system that allows your clients to get better returns...

New Breakthrough Doubles Your ROI from an Investment Property - Without Needing to Renovate

Or perhaps you're a web designer, and have found a way to generate more traffic to a web site faster.

HOW ABOUT...

New Breakthrough Doubles Website Traffic, Requires No Knowledge of SEO

See how this works?

So how could it apply to your business?

PATTERN INTERRUPT

“ Honey, why are my new shoes in the freezer?”

“ My husband thought I had gone off the deep end when he woke up and found his new Italian Loafers in the freezer! But he soon sang a different tune. Because the shoes that had been giving him blisters now fit perfectly. Find out why on page 6 inside”

It's an unusual opening, isn't it?

And that's what makes it work.

It's unexpected. And it has an air of curiosity.

That's why Bottom Line Books used it on one of their old magalogues...

And you can use this strategy too.

For instance, if you sell a language course, rather than rolling out an ad along the lines of:

How to Learn Japanese in X days

YOU COULD INSTEAD RUN AN AD
THAT READ SOMETHING LIKE

“ I had the best night of my life - we even received free sushi”

Everyone thought I was crazy when I decided to learn Japanese, but they soon sang a different tune when I went into restaurants and started receiving free drinks and Sushi. Find out how you can start speaking like a local too...

Ok, let's imagine you have a digital agency. How about...

“ He Bought me a BMW, With No Strings Attached!”

Everyone thought I was joking when I told them I received a new BMW from a client! Yet they're mouth dropped when they saw it. Because it's 100% real. Full story below...

(I actually had a friend this happened to)

See how this approach breaks the pattern, and adds theatre to your copy?

Why not try it today?

THE POST EVENT SHOCK

How do you enter the conversation going on in your customers mind after a shock event...

Like COVID Or 9/11 Or even something as common as New Years or Christmas Day?

Simple - you address it head on.

FOR INSTANCE...

The Post COVID Shock

Whether your business goes bankrupt - or you pick yourself up and thrive - depends on what you do NOW.

Not a bad angle if you're a business consultant, right?

How about a personal trainer after New Years Day?

The Post Silly Season Shock

“ Right now, your body is probably in a state of shock, but it's not too late to reverse the attack. Grab this free report now to find out how to get back on track and avoid the "body blues"

Or how about a mortgage broker writing to his clients after interest rates had unexpectedly jumped?

The Post Interest Rate Jump Shock

Nobody saw it coming, but it's here. And what you do NOW is critical to prepare for your future in the case of another rate rise.

So... how could this apply to your business?

FORBIDDEN SECRETS

We all want to know the "forbidden secrets" of the most successful in their field, which makes this headline particularly potent.

FOR EXAMPLE

Imagine you're a business coach for real estate agents.

YOU COULD RUN A HEADLINE ALONG THE LINES OF:

Forbidden Secrets of Australia's
Most Successful Real Estate Agents

How about if you're a personal trainer, specialising in women
over 45?

Perhaps...

Forbidden Secrets of the Fittest and Healthiest Women Over
45 -- With Kids

Would grab your target markets attention?

And if you sell software to accountants which allows them to
save time, perhaps you could run with:

Forbidden Secrets of the World's Most Effective Accountants
- Who Get More Done in Less Time

Ok, over to you...

How could this apply to your business?

WHY X ISN'T ENOUGH

Is your prospect trying really hard at something, but not getting a result?

Then why not enter the conversation going on in their mind, and name it in your headline.

For instance, if they are a financial planner who's using funnels to get sales, and you see an ad along the lines of...

“ Why Funnels Aren't Enough - The Truth About Getting the Best Financial Planning Clients”

Or let's say you're struggling to lose weight, despite diet and exercise. A personal trainer might grab your interest by saying...

“ Why Diet and Exercise isn't Enough - What the Latest Science Says”

LIKEWISE

if you're a real estate agent a headline along the lines of:

Want the Best Price for Your Property?

Why Advertising Online isn't Enough

Could work extremely well, if written to someone who has been attempting to sell their property for months without success.

So make a list of the biggest challenges your prospect is struggling with right now... and put the "Why X isn't Enough" headline to the test.

WILL WHAT YOU'RE DOING NOW BE A DISASTER

If you know what your prospects are doing is a mistake, this headline can be powerful -- because it taps into the emotion of regret.

FOR EXAMPLE, I RECENTLY SAW A HEADLINE:

Will the prescription you're taking right now be the next great drug disaster?

It makes you think, doesn't it?

Or at least want to read the next line to see what they're talking about...

and perhaps what this prescription could be?

Or whether it's still experimental?

Or if media propaganda is protecting it?

Or if they're hiding data about the deaths?

Or if it has long term side effects,
which the real not hidden science suggests will arise later?

Anyway, the same concept could be
applied to virtually any business.

FOR INSTANCE, IF YOU WERE SELLING SHOES...

Could the Football Shoes You're Training in Ruin Your Career?

Or tyres...

Could the Tyres Your Car Has Right Now Cause an Accident?

Or if you use shampoo...

Is the Shampoo You're Using Toxic?

**OF COURSE, YOU NEED TO HAVE
THE DATA TO BACK THIS UP.**

And you need to be able to explain what makes your product or service different.

So how could you apply this headline hack to your business?

DANGER AHEAD

If there's danger ahead for your target market, you owe it to them to issue a warning.

FOR EXAMPLE, I recently read a headline along the lines of...

“ The Most Dangerous 12 Months in Stock Market History”

Which then went on how to explain the company could help you thrive despite the dangers.

And the same concept could apply to other scenarios.

For instance, let's say you have a bike shop. Something along the lines of...

“ The Most Dangerous Bike a Teenager Can Ride”

Could grab your target markets attention.

Or if you're an accountant...

“ The Most Dangerous Tax Mistake You Can Make in Your First Five Years in Business”

Or if you're a personal trainer...

“ The Most Dangerous Mistake You Can Make When You Benchpress”

Or if you're a health expert who's allowed to speak out, without being muzzled...

“ The Most Dangerous Vaccine in History”

Of course, you need to back it up with real data and examples (from VAERS - where reported injuries have surpassed 400,000 - or the TGA in the case above).

How about you...

What dangers can you draw your prospects attention to - so you don't just grab their attention...

You help them avoid future painful scenarios too?

THE THREAT HEADLINE

One of the most dramatic headlines ever written was:

Read This or Die

It was followed up with...

Today you have a 95 percent chance of eventually dying from a disease or condition for which there is already a known cure somewhere on the planet. The editor of alternatives would like to free you from that destiny.

So how could this be applied to other businesses?

How about a hairdresser?

Read This or Your Hair Will be Wrecked Before You Hit 60

Or a personal trainer...

Read This or You'll Spend Hours More Time in the Gym, for Less Gains

Or for a supplement...

Read This or You'll End Up Low in Vitamin D, Which Can Set Off LIST PROBLEMS

See how this works?

So what will happen to your client if they don't use your product or service?

Could you feature this in the headline?

Everyone wants to get results the easy way... right?

And you can tap into this in your headline by naming it...

For instance, if you're a real estate agent, you know secrets that can sell a house more easily...

So why not use a headline along the lines of...

Secrets that Make Selling a House in Parramatta Easy

See how it works?

If you're living in Parramatta, you'd want to at least read the next line, right?

And that is the job of the headline.

How about a mortgage broker?

Secrets that Make Refinancing Your Home for a Lower Rate Easy

Could certainly work.

Likewise, for a Marketing Agency

Secrets that Make Getting Leads on Google Adwords Easy

Would grab the right prospects attention.

So what "secrets" do you know that your clients don't?

And how could you turn this into a headline?

NEW RULES OF

Everyone loves new...

So if you have a new way of doing something, why not turn it into some new rules to grab your prospects attention.

For instance, if you're a sales trainer for real estate agents...

New Rules of Selling in 2021 for Real Estate Agents

Or if you're an agency...

New Rules of Facebook Advertising

Or if you're selling a Japanese language course...

New Rules of Learning Japanese

See how this works?

So... how can you revolutionise your industry, and bring in some "new rules?"

ARE YOU BEING SET UP?

Nobody likes to get set up, so when you see a headline asking whether you are - it grabs your attention!

FOR EXAMPLE

Imagine A Headline In 2020 Along The Lines Of:

The Government is Setting You Up for a Vaccine Passport

It's hard to deny it would have been controversial and grabbed attention - and since they've now pushed it with everything from free donuts to coercive threats via industry, you would have the credibility of someone who saw the future!

Of course, it goes both ways as if you're wrong, you'll lose credibility - so be sure you're confident before getting into the prediction game.

This approach can be used in many different scenarios - for example, an accountant...

If You're Earning Over \$100,000, You're Being Set Up to Pay More Taxes in the Next 12 Months

Or a real estate agent:

If You're Selling Your Home in Parramatta via an Auction, You're Being Set Up

OR A VITAMIN COMPANY:

If You're Buying Whey Protein With Additives in it, You're Being Set up

See how this works?

So how can you apply this concept to your business?

THE UNDISCOVERED

We all want to discover something special before everyone else...

So when you see a headline along the lines of:

Six Undiscovered Suburbs About to Soar in 2021

Followed by a sub-headline along the lines of:

Each one is an incredible opportunity to buy low - yet it has all the fundamentals which make the experts green with envy.

It gets your attention, doesn't it?

So what's undiscovered in your business?

Maybe you're a vet.

Could you run an ad along the lines of...

Three Undiscovered Superfoods for Dogs

Each one will bolster their immunity, and increase their energy levels - yet they cost very little and dogs love them.

Or if you're a solar company:

An Undiscovered Way to Save Money on Electricity

Save up to XX% on your electricity bill, every single month. So effective it should be illegal.

See how this works?

So how can you apply it to your business?

THE SINGLE GREATEST SINCE

If you're in a niche where something is really well known, and you have a breakthrough product or service...

Why not compare yourself to it.

FOR INSTANCE, a martial arts school could say something along the lines of...

The Single Greatest Breakthrough in
Martial Arts Since Bruce Lee

A stockbroker could say something like...

Coming Soon:
The Single Greatest Stock Market Crash Since 1987

And a digital agency could say something like...

The Single Greatest Breakthrough in Marketing Since the
Invention of Email

So what's a breakthrough in your business, and how could you compare it to something your target market can relate to?

THE LITTLE ENGINE THAT COULD

Remember Thomas the Tank Engine, the Little Engine that could?

Well, the concept is also great for headlines.

FOR EXAMPLE:

This Little Pill Could Reverse CONDITION

Gets your attention, right?

And it appears as if there's a handful of pills which could fit into this category right now.

Unfortunately, they're getting censored and gagged.

Enough about that...

Let's apply this to some other situations.

FOR EXAMPLE, a mortgage broker:

This Little Loophole Could Save You Thousands off Your Home Loan

A PERSONAL TRAINER:

This Exercise Could Make Your Abs Rock Hard if You Do it for 5 Minutes a Day

See how this works?

Think of something you do that offers a big benefit -- and then turn it into a headline.

ASK A QUESTION

Always tired →
Constipated →
Sore Back →



If you suffer from any of these ailments and saw one of these headlines, it would make you stop... right?

So if you've surveyed your list - and know them intimately - this can be an effective strategy for your business.

And it applies everywhere.

FOR EXAMPLE

If you have a list of investment owners in a particular area which has gone down in value, you could ask:

Did Your AREA property drop in value?

Likewise, if you're a marketing coach:

Struggling to Generate Leads on LinkedIn?

Of course, you need to follow up with a big benefit right away.

FOR INSTANCE

Sore Back?

Incredible Exercise Makes the Pain Disappear Within Minutes

So how could this apply to your business?

BENEFIT FOR A SPECIFIC GROUP

If you're a father of an only child and you see a headline which reads...

17 Hacks to Make Children Happier

It might grab your attention.

However if the headlines was personalised and read:

17 Hacks to Make Children Happier - for Parents With Only Children

It's going to really pop.

And this can be used in virtually any industry.

FOR EXAMPLE

If you're selling property education, you could run an ad along the lines of:

17 Ways to Increase the Value of Your Property - for Paramatta Homeowners

Likewise, if you're in the health niche selling a fitness supplement, you could say...

Take this to Build Muscles Faster, for Men in Their Thirties

See how this works?

A few extra lines to personalise the ad, and it takes on a whole new meaning.

So how can you apply this to your business?

THE UPSIDE DOWN WAY

Are you in an industry where the way everyone thinks is the opposite of what you know is fact?

Perhaps you're in the health industry...

WHY NOT RUN A HEADLINE ALONG THE LINES OF:

The Upside Down Way to Health if You're Over 40

The real way to be healthy is the complete opposite of what your doctor tells you

Gets your attention, doesn't it?

You want to read the next line.

And that's the job of the headline.

Or maybe you're in property.

How about...

The Upside Down Way to Sell Your Property

The real way to sell a property for a premium price is the complete opposite of what most real estate agents will tell you.

Or how about if you're in the beauty industry...

The Upside Down Way to Stay Young if You're Over 50

Forget what the magazines say - the real way to look younger for longer has nothing to do with creams and potions.

ARE YOU SAFE?

If there's one thing human's truly desire, it's safety.

We've seen this over the past couple of years - fear can cause us to do all sorts of strange things, even when it's far from logical, or based on clearly manipulated statistics.

So how do you apply this to your headlines?

Back in the Y2K days, there was a headline on a magazine which read:

Are You Y2K Proof?

That was a great headline for the time.

Tapped right into the fear.

Yet it can be applied to many businesses.

For instance, a pest controller...

SUBURB is a Breeding Ground for Termites...
Is Your Home White Ant Proof?

Or how about a lawyer...

AMOUNT people in Sydney were Sued Last Year...
How to Make Your Family Bulletproof

Or a Tyre Manufacturer

AMOUNT people died in car accidents in 2020
The World's Safest Tyres

See how this works?

State the fear based on real data...

Then show how you can keep your prospect safe.

So how can you apply this to your business?

IGNORING THIS WILL COST YOU

It's everyone's worst nightmare.

Knowing about something.

And then missing out, only to watch friends and family who heeded the advice create enormous wealth.

So how can you use this in your copy?

LET'S SAY YOU SELL SOMETHING LIKE SILVER,
FOR EXAMPLE.

And you're confident this precious metal is going to soar in value.

COULD YOU SAY SOMETHING ALONG THE LINES OF...

Ignoring This Rare Opportunity Could Cost You, Don't Kick Yourself in 24 Months for Missing Out

Remember bitcoin in 2010?

Remember Sydney property in 2000?

Don't you wish you picked up one of these investments back then?

If you had, for every \$1 you invested you would have made AMOUNT by now.

Those opportunities have been and gone, of course...

But the investment I'm about to tell you about in a second is, I believe, has the equivalent potential.

HERE'S WHY:

See how this works?

So how can this be applied to other industries:

COMPUTER SECURITY:

Ignoring This Security Hole in Your IT System Could Cost You Thousands

REAL ESTATE:

Ignoring This When You Sell Your Property Could Cause Your Buyer to Pick Up a Bargain

Now how can you apply this to your business?

Turn X into Y

Remember the alchemists, who supposedly turned metal into gold?

Who wouldn't want help with that?

Yet perhaps you can do the same in your business.

Maybe you're a massage therapist who can make a headache disappear.

Could you run a headline like:

Give Me 30 Minutes with a "Giant" Headache, and I'll Turn it into a Midget

LIKEWISE

a Real Estate Agent could say something along the lines of:

Simple Way to Turn a \$500,000 House into a \$550,000 House

Who wouldn't want to know that?

And a builder who does renovations could say something like:

Turns an Ordinary Family 3 Bedroom Home into a Palace

So what's your alchemy edge?

And how can you tap into it to write a winning headline?

CUT YOUR RISK

Everyone wants to slash their risk of problems, right?

It doesn't matter if it's...

1. Getting sick
2. Losing money
3. Failing in business
4. Getting injured

And that's why this headline is so powerful.

For instance, if you're a health coach, perhaps you could say:

Cut Your Risk of Colds This Winter, Follow These 3 Steps

Likewise, a property manager could say:

Do This to Cut Your Risk of Having Your Property Left Empty

AND AN ACCOUNTANT COULD SAY:

Do This to Cut Your Risk of Being Audited by the Tax Office

So how could the "cut your risk" headline apply to your business?

USING NUMBERS

Numbers headlines are a great way of kicking off an ad by starting with value.

For instance, let's say you're a real estate agent.

You could say something along the lines of:

Seven Little Known Signs You're Selling Your Property at a Discount

Now that would be a hard headline to go past if you were thinking of selling your home, right?

And you could continue by giving the seven little known signs, and then offering a personal price appraisal at the end.

Likewise, someone in the investment education space could use a headline along the lines of:

3 Often Overlooked Investment Vehicles that Always Outperform the Market in Tough Times

And an accountant could say:

The seven little known signs you're paying too much tax, and what to do to reverse the attack.

See how this works?

Ok, now over to you...

How could you apply this in your business?

THE "SNEAKY" HEADLINE

While this headline needs to be used with caution, it's perfect for the right situation - because it suggests something is being hidden.

Or something a particular group don't want you to know about.

FOR INSTANCE...

If I was writing a headline for the book, *The Real Anthony Fauci*, by Robert F. Kennedy...

I MIGHT SAY SOMETHING ALONG THE LINES OF:

Sneaky PCR Trick Used to Inflate the COVID Death Count

Yet it doesn't need to be as controversial as that.

If you're selling a course on investing for instance, you could say something along the lines of:

Sneaky Little Investment Secrets Financial Planners Never,
Ever

Tell You About

Likewise, if I was a staffing agency I might say...

Sneaky Ways Agencies Overcharge You for Substandard
Staff

And if I was a mortgage broker, I might say...

Sneaky Loan Repayment Blind Spots that Could be Costing
You an Arm and a Leg

Use it sparingly and make sure the context is right - and it's an extremely potent weapon in your headline writing arsenal.

SPECIFIC QUESTION + CURIOSITY HOOK

Kicking off your headline with an intriguing question that flags your target market + a curiosity hook can be the perfect way to stop the scroll.

FOR INSTANCE...

A COUNSELLOR COULD SAY:

Single Parent? Don't Do This or Your Child Will Pay Dearly

A personal trainer could say:

Under 25 and Overweight? You May Have This Hormone Imbalance

A golf coach could say:

Hooking the Ball off Your Tee Shot? Try This Closed Eye Technique Next Time You're at the Golf Course

A couple of things to note here:

- 1 The questions are specific, and apply to a clear niche?
- 2 The line after the question incites curiosity.

So what's your question + curiosity hook?

IF / THEN

This headline works for two reasons.

First it flags down your prospects by getting them to qualify.

And second, if they do qualify...

They want to know what happens NEXT.

FOR EXAMPLE

Let's say you're a consulting firm specialising in data analytics.

Your headline could read:

If Your Marketing Data is Messy, Here's Why You Should Fix it Before June 31st

A VITAMIN COMPANY COULD SAY

If you get headaches more than once a month, here's the type of vitamin you should consider taking immediately

A SALES COACHING COMPANY COULD SAY

If you're closing anything less than 60% of your appointments, I guarantee to work a financial miracle in your life

And JV expert Jase Webster could say:

If you want to generate more leads, here's how to do it without relying on "big tech" or spending a cent on advertising

So what's an "if" that would grab your prospects attention?

And what can you draw their attention to, that can happen next?

WHEN

If you're promising a benefit at a very specific time, this is a perfect headline to use...

Because there's natural urgency implied, which causes your prospects to act.

For instance, a mortgage broker in Yasmine Shah's Women's Commercial Finance Forum (WCFF) could say something along the lines of:

When to pay your home loan to save the most interest.

A marketing agency, after an update from big tech could say:

When You Must Change the Way You Design Your Ads - or risk nasty rejections.

And if I was looking to get email clients, I could say:

When You Should Send Emails in February
Based on the latest research

See how this works?

So what's time sensitive in your industry, and how can you tap into a question going on in your prospects mind with the use of "when?"

Truth About is a powerful opening because let's face it, particularly in the deceptive times we live in...

It's not easy to get to the truth.

I actually like the Untold Truth, as it adds another level of curiosity.

For instance, recently Robert F. Kennedy wrote a book called:

The Real Anthony Fauci

That could just as easily read:

“ The Untold Truth About Anthony Fauci”

And it can apply to virtually any business - by picking out a piece of information that might be conflicting or confusing to your prospect.

For instance, if you sell vitamins, your headline might read:

“ The Truth About Fish Oil”

What you must know about the manufacturing process that will make your blood boil.

Likewise, if you're a buyers agent you might say:

“ The Untold Truth About Western Sydney Property”

Is it a good time to buy right now? And which pockets should you avoid like the plague?

And if you're an Adwords specialist like my friend James Yuille you might say:

“ The Truth About Google Adwords”

Does it still work? Is it overpriced? And does it still work for Queensland plumbers, or have you missed the boat?

Ok, over to you...

What truth can you expose in your industry?

STEAL THIS

A strong hook for any piece of marketing is to offer a download, a gift - or something your prospect can grab with very little effort.

And "steal this" adds an element of surprise to the language.

For instance, a real estate agent could say something along the lines of...

Steal These Shortcuts - What the Best Realtors Do to Sell Sydney

HOMES FOR MORE

Likewise, a golf pro could say...

Steal These Putting Secrets, Slash 8 Strokes Off Your Handicap

And a Digital Agency could say something along the lines of...

Steal These Google Adwords Hacks, Perfect for Carpet Cleaners

So what's a download. Or a recording. Or a gift you could offer to your prospects...

And how could you tailor the "steal this" hack to your business?

THE AUDIT

An audit is often the perfect way of breaking the ice and building a relationship with a new potential client - particularly if they're lying latent on your email list.

FOR INSTANCE

A personal trainer could offer a fitness audit.

FOR EXAMPLE

12 Point Fitness Audit: I'll measure every metric, watch your workout - and show you exactly how to get up to 67% better results without investing more time.

A natural healing expert like Neil Kelliher could offer a health audit.

FOR EXAMPLE

Feeling tired all the time? Take My 7 Point Energy Audit
In less than 60 minutes, I'll check all your key vitals and then show you what nutrients you're deficient in, so you can get your bounce back.

A SEO professional like Nathan Wade could offer a SEO audit

FOR EXAMPLE

Find Out What Mistakes www.yourbusinessname.com is Making
With our 21 Point SEO Audit

With this in mind...

What audit could you offer your prospects...

And how can you best word it?

PROMISE A QUICK, TANGIBLE RESULT

Imagine scrolling your Facebook feed, and the most delicious chocolate cake is literally eyeballing you from the page, followed by the words...

In Just 17 Minutes, You Could be Enjoying This Cake for Your Entire Family Watch the video to find out how

It would grab your attention, right?

Because you know you can get a tangible result, fast.

And this can be applied right across the board.

FOR INSTANCE...

A property educator could say...

In Just 90 Days, You'll Have the Skills to Buy a Property at 20% Below Market Value
(saving yourself hundreds of thousands).

A nutrition supplement could say...

Within 27 minutes of taking this vitamin, you'll experience a surge in energy.

A maths education company could say...

Just 21 minutes a day takes almost every child from a B to an A

Notice how the specific, time bound promise, makes the ad more appealing?

So how could this apply to your business?

So what now?

You've read the 101 Headline Hacks. You get it. You're ready to experience extraordinary results. So what do you need to do to really master these techniques?

First, remember the importance of repetition in learning.

It cannot be overstated.

In order to master the skill of headline writing, it takes practice. As Tony Robbins says...

Repetition is the Mother of Skill

So try this - buy a pack of at least 101 3 x 5 inch cards, and on one side write the concept. On the other side write 2 or 3 examples of the headline.

Then every single day, review one card and follow these 3 steps:

STEP 1: Read the concept.

STEP2: Write down your own headline, for your own business, based on it.

STEP3: Compare it to the headlines in this book.

And then go and execute the headline in your advertising campaign.

FOR INSTANCE, swap over the headline of your Facebook ad, and see if it makes an impact in the real world.

Make no mistake, if you put these hacks to work, they will work.

So start with one headline right now, and remember Lao Tzu's words of wisdom: "the journey of a thousand miles begins with a single step."

Of course, if you want to shortcut the process and get a trained expert to write a winning headline for you - visit www.scottbywater.com.au and ask about how I can help you directly in creating a winning ads campaign.

Onward...





WHO IS

Scott Bywater

Scott's journey into copywriting began back in 2003 when at rock bottom and out of desperation, he ran a small classified ad in the Sydney Morning Herald.

Since then, he's gone on to become the un-seen wordsmith behind hundreds of widely published and super profitable email marketing campaigns including...

An email product launch which generated \$470,000.00 in revenue within 7 days...

Creating over 9,127 email subject lines (and seeing the split-test results) for one of the leading health influencers on the planet.

Strategy and copy which generated in excess of 3,000 attendees and \$5 million in sales to an event.

Combined with dozens of five and six figure campaigns.

Over the last 17 years, he has written for some of the biggest names on the planet including gurus like: Kerwin Ray, Scott Hallman, Jay Conrad Livingston of 'Guerilla. Marketing' fame and Direct marketing giants in their day, Bodytrim and The Learning Annex...

Together with Aussie Franchises including ChemDry and Jim's Mowing, and leaders in the digital marketing space such as Jon Giaan, Knowledge Source, Mark Rolton and Dymphna Boholt.

He runs what many regard as the highest level private marketing group in Australia: "Elite Marketers"...

And is a sought after corporate speaker, including most recently at James Schramko's Superfast Business Event, and for Dale Beaumont and Ben Simkin's masterminds.

Using email marketing to grow his business and that of his clients, Scott's stumbled across many business owners who didn't think their list was a decent quality, or that email marketing would work for their industry.

He saw a need for training on how to get an email list to create consistent revenue, which is why he's in the process of launching The Simple Email ROI System with a mission to help business owners leverage their most undervalued asset.

If you're like most entrepreneurs, you've invested tens, even hundreds of thousands building your email list, and Scott can help you...

Leverage it to generate sales consistently via "open loops", and without being pushy Build the lifetime value of your existing clients Enhance the value of your asset via a 'value first' approach

All while communicating in your own voice, via an approach which sets you apart and builds a deeper bond with potential clients.

To learn more about how I can help you send an email →

@ scott@scottbywater.com.au

or check out

www.copywritingthatsells.com.au