

The 3 Key Components

You Must Get Right To Sell Online

The Landing Page: Headlines

My Landing Page Outline

Headline (kicker/subhead)

VSL

Button

Testimonials/U.M. Copy

Bullets

Emotional Questions

Offer

Button

Risk Empathy

Risk Reversal/Personal Pledge

Button

The #1 Text Element On
Your Landing Page Is The
Headline

...roughly six in 10 people acknowledge that they have done nothing more than read news headlines in the past week. And, in truth, that number is almost certainly higher than that, since plenty of people won't want to admit to just being headline-gazers but, in fact, are.

(Washington Post, June 2014)

The Headline “Sells” The Landing Page To The Prospect

Purpose Of The Headline

1. Grab their attention
2. Elicit one emotion
3. Motivate them to continue

Heart vs Head

“We buy on emotion and justify with logic.”

(Joseph Sugarman, *Triggers*)

Inc.

NEWSLETTERS SUBSCR

SALES

Harvard Professor Says 95% of Purchasing Decisions Are Subconscious

When marketing a product to a consumer, it's most effective to target the subconscious mind. ☺

BY LOGAN CHIEROTTI, CEO OF LOGANCHIEROTTI.COM @LOGANCHIEROTTI



Getty Images

Why do consumers buy one product over another? How do you develop brand

A Strong Headline...

- Triggers an emotion
- Is Big and Bold
- Is Specific
- Is Unique
- Has a time element
- Is Believable

Todd Brown's 4U Criteria

Is it Useful?

Is it Unique?

Is it Ultra-Specific?

Is it Urgent?

“4U” Headline Example

“How To Play Guitar”

“How You Can Learn To Play
Rhythm Guitar”

“How You Can Learn To Play
127 Songs On Rhythm Guitar”

“How You Can Learn To Play
127 Songs On Rhythm Guitar
In Just 19 Days!”

Some Headline Guidelines

“Use quotes”

Use Start Case (Capitalize The First Letter Of Each Word)

Be mindful of line breaks

“3 Simple Words That Will Potty Train Your Puppy In 7 Minutes!”

“3 Simple Words That Will Potty Train Your Puppy In 7 Minutes!”

Some Headline Guidelines

“Use quotes”

Use Start Case (Capitalize The First Letter Of Each Word)

Be mindful of line breaks

Use “You” (or personalize if you can)

**“How You Can Save \$7523
On Your Taxes Next Year
By Sending One Email”**

**“How Guitar Players Can Save
\$7523 On Their Taxes Next Year
By Sending One Email”**

Some Headline Guidelines

“Use quotes”

Use Start Case (Capitalize The First Letter Of Each Word)

Be mindful of line breaks

Use “You” (or personalize if you can)

When possible, “pluralize” the verb

Successful serial entrepreneur reveals his contrarian formula that...
**CREATES A RUSH OF NEW CUSTOMERS... BUILDS YOUR BUSINESS
FASTER... AND BRINGS IN THE HIGHEST POSSIBLE PROFITS!**

- ✗ NO complicated marketing campaigns...
- ✗ NO giving away free stuff...
- ✗ NO search engine optimization...
- ✗ NO endless email sequences...
- ✗ NO blogging...
- ✗ NO content marketing...
- ✗ NO social media...

... And without all the other "grunt work" that rarely - if ever - results in getting new customers and making money!

Click the "Get INSTANT Access Now" button for this special ONLINE report. (No free reports, audios or videos... NOTHING FREE will be sent by email... for all the reasons explained in the online report.)

ENTER YOUR PRIMARY EMAIL

GET INSTANT ACCESS NOW

In addition to getting access to the special online report today, you'll also receive weekly notices about new episodes of Dan's "Off The Chain" podcast for entrepreneurs... and promotional offers. If business and capitalism offend you... please DO NOT subscribe.

[No Thanks](#)

Go to the website to discover Doberman Dan's advanced online marketing tips

“ I lived with Dan for 43 days when he had an apartment in Costa Rica. He's a good professional copywriter and he learned some things in Costa Rica that hardly any other copywriter knows about. He's got my seal of approval.

Gary Halbert - Described as one of the best and highest paid copywriters in the world. He wrote the enormously successful and famous "Coat of Arms" direct mail sales letter, mailed over 600 million times.

“ His newsletter is outstanding. He's a very smart copywriter. Tracks all the way back to Halbert, as do I. There's almost a ghost of Halbert sense to his stuff.

Dan Kennedy - Speaking at his "Mailbox Millions" seminar

“ We put into place the things we learned from Dan's mastermind and the result was adding 'rocket fuel' to our growth rate. In fact, in 2013 our little company was named the 304th fastest growing company in America by Inc. Magazine. Our business grew over 1,400% and we credit Dan and our mastermind partners for helping us break through to the next level of growth.

Allen & Erin Baler - Reboot Marketing LLC

Entrepreneur

INVESTOR'S
BUSINESS
DAILY

**MUSCLE
& FITNESS**



Some Headline Guidelines

“Use quotes”

Use Start Case (Capitalize The First Letter Of Each Word)

Be mindful of line breaks

Use “You” (or personalize if you can)

When possible, “pluralize” the verb

When using numbers, odd numbers are better

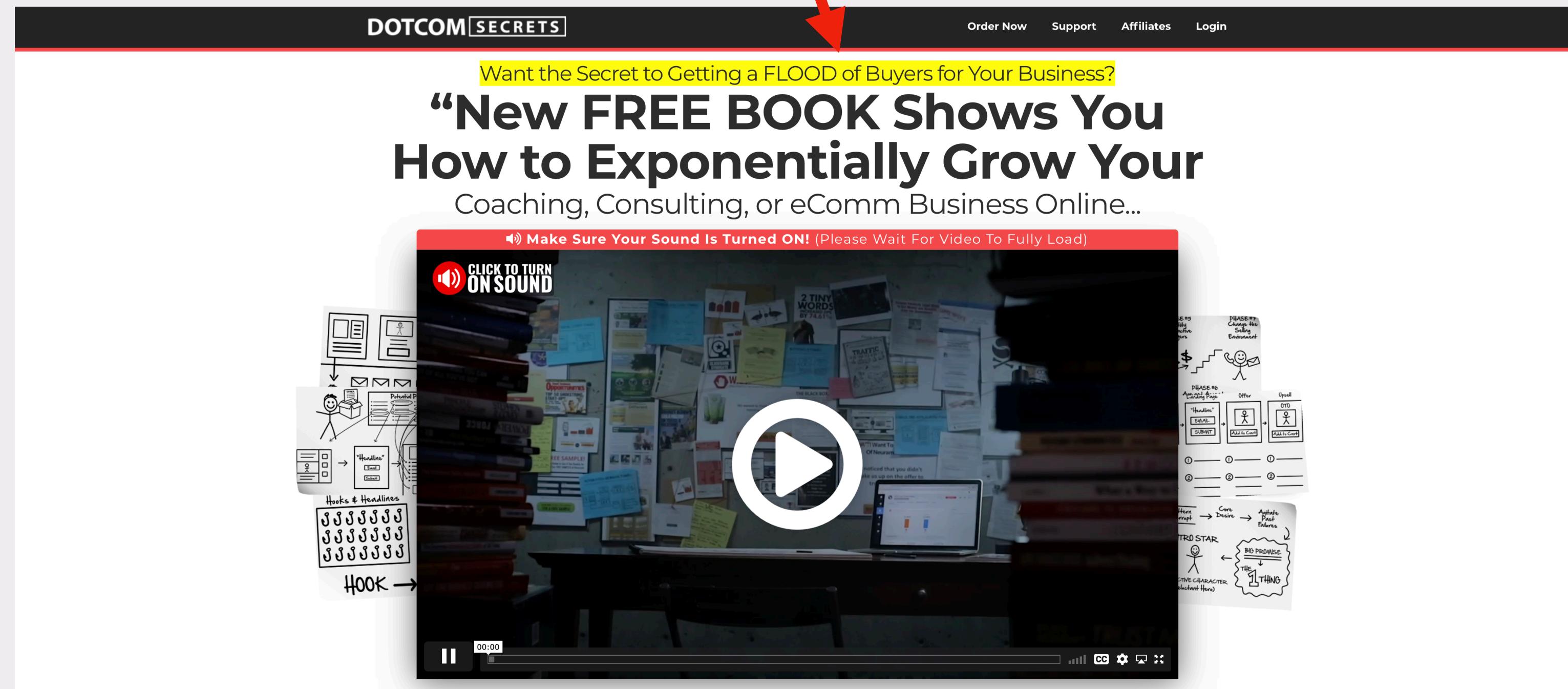
 - Use the number instead of the word (“7” instead of “seven”)

Don’t come up with 3 headlines...come up with 50!

Only test 2 at a time

Other Headline Elements

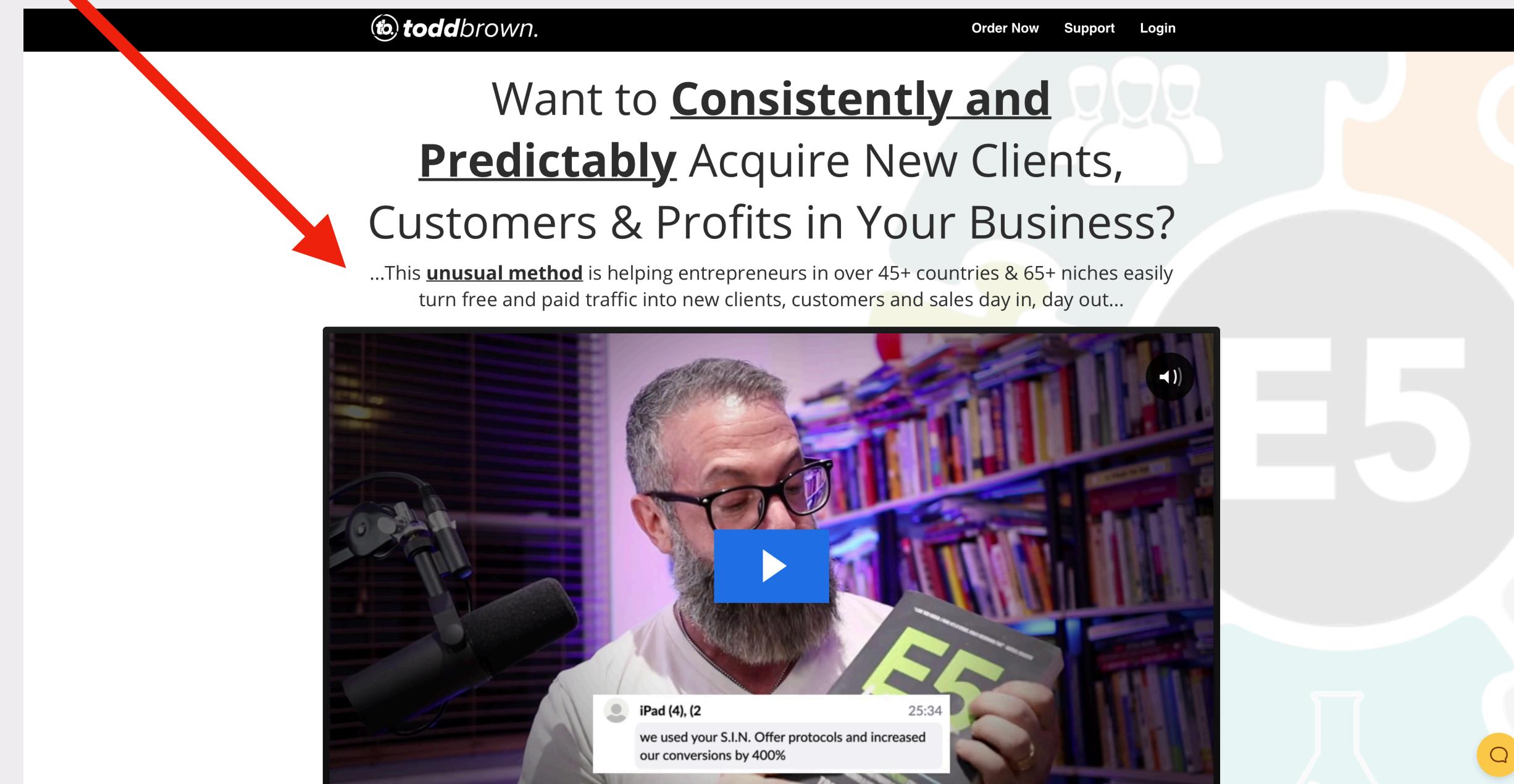
“Kicker” or “Eye Brow”

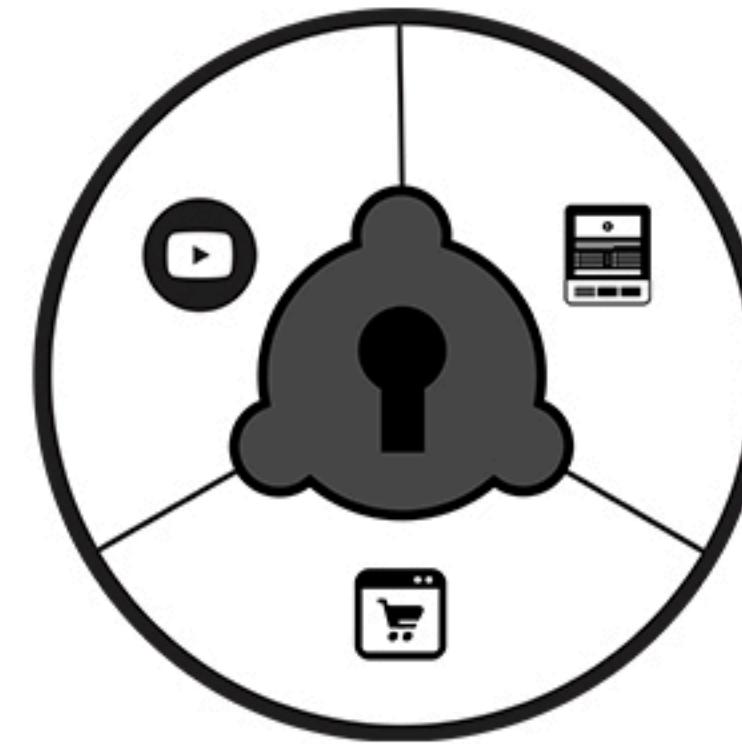


Other Headline Elements

“Kicker” or “Eye Brow”

Subhead





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The Landing Page: Headlines