



# **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*)

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



# 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 **U**seful?

Is it **U**nique?

Is it **U**ltra-Specific?

Is it **U**rgent?

# “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”)

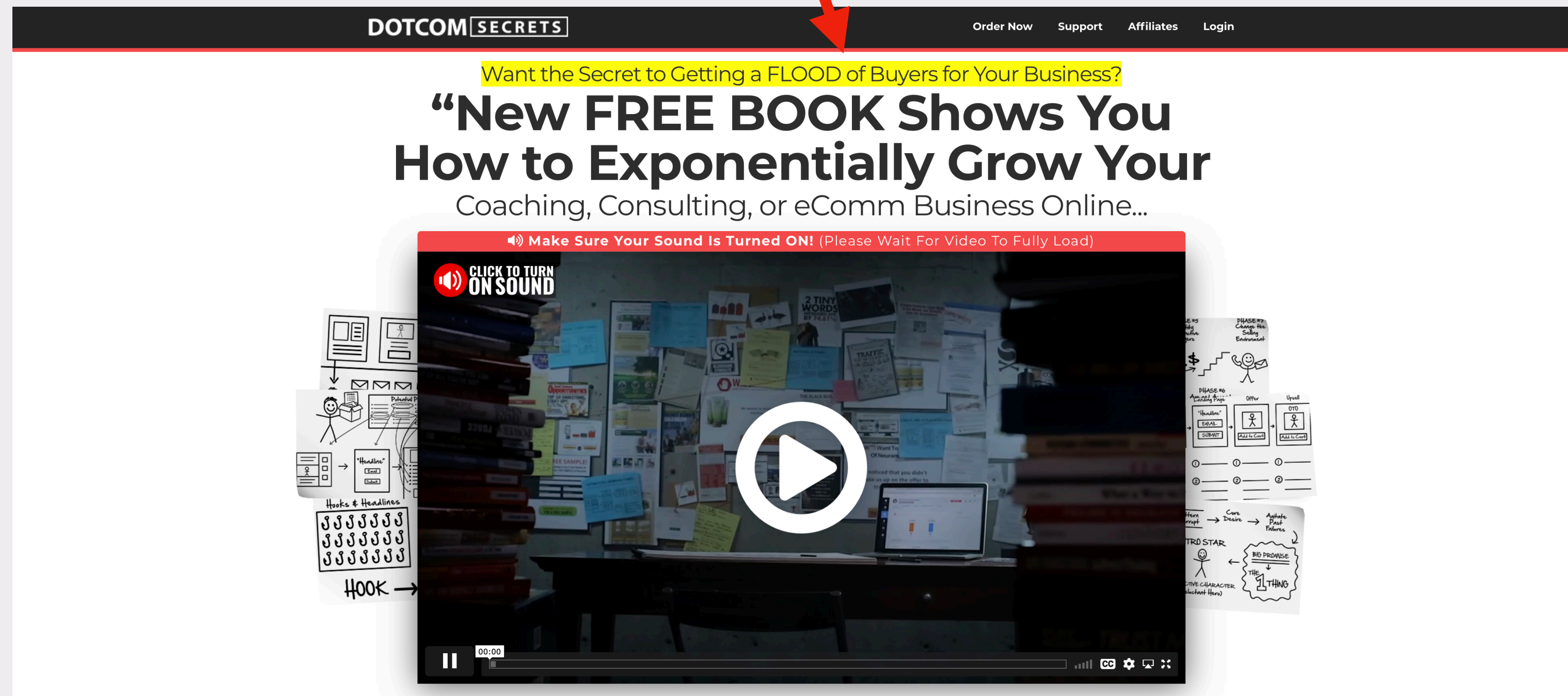
Don’t come up with 3 headlines...come up with 50!

Only test 2 at a time



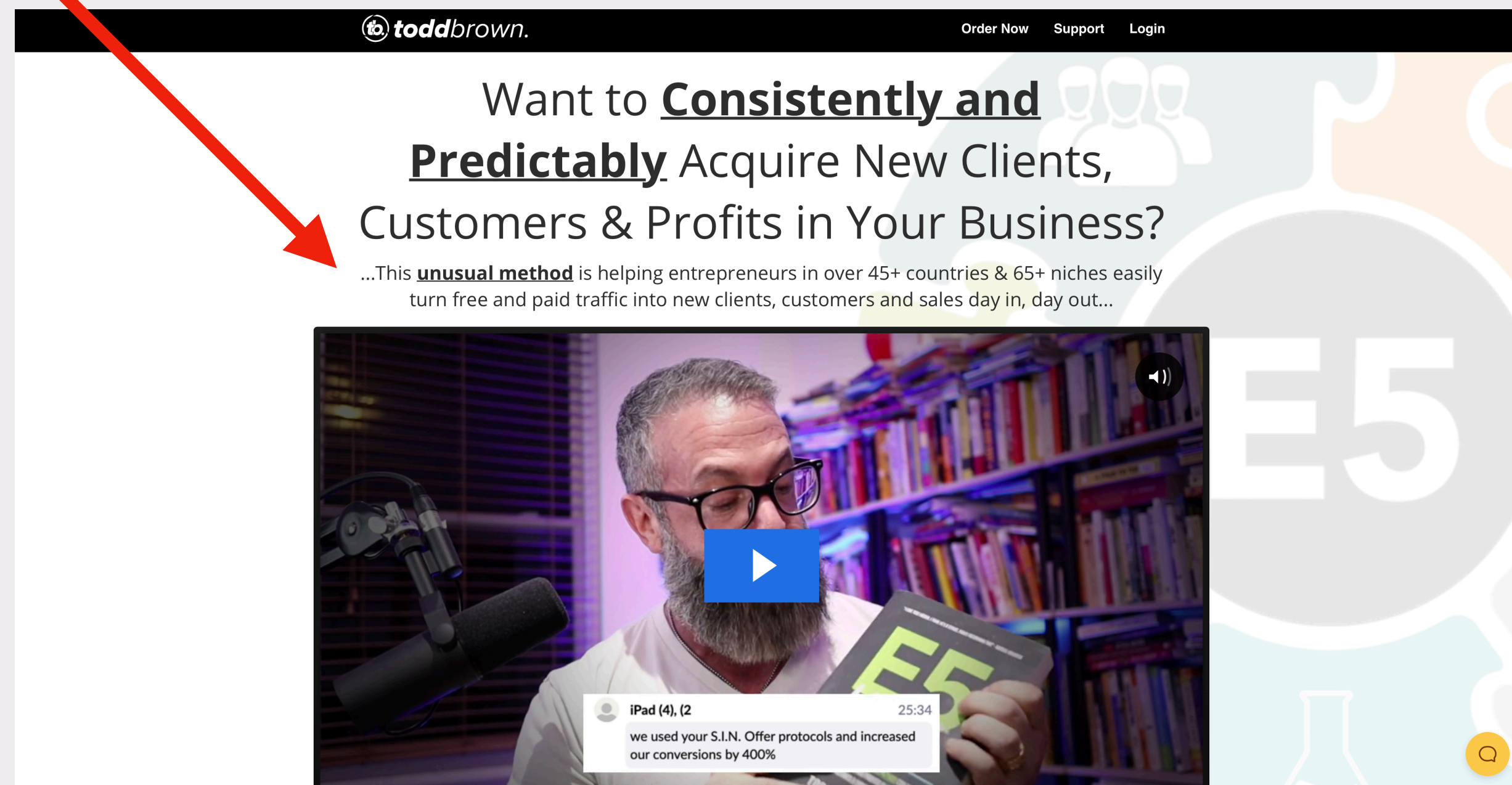
# Other Headline Elements

# “Kicker” or “Eye Brow”



# Other Headline Elements

“Kicker” or “Eye Brow”  
Subhead



@toddbrown. Order Now Support Login

Want to **Consistently and Predictably** Acquire New Clients, Customers & Profits in Your Business?

...This **unusual method** is helping entrepreneurs in over 45+ countries & 65+ niches easily turn free and paid traffic into new clients, customers and sales day in, day out...

E5

25:34

iPad (4), (2)

we used your S.I.N. Offer protocols and increased our conversions by 400%



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