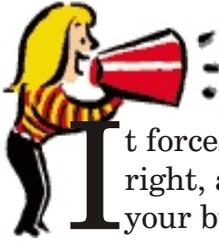




Why Do Some  
Headlines  
fail?

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How To Write Headlines That Get Results Every Time!



## Have you seen the power of a STOP sign?

It forces you to screech to a halt. It commands you to look to the left and right, and renegotiate what you are doing. That's exactly what you need in your business. Something that stops you in your tracks and creates a defining moment, that changes the way you think forever.

You might have thought you wanted to go left, yet when you saw what you saw at the STOP sign, you decided to go right. And that changed your whole perspective and experience. If your business is to work smarter than ever before, you'll need a barrage of these defining moments. The report you're reading is one such report.

Read this report and the others to come, and things will mysteriously shift in your brain. You will understand human psychology better than ever before.

You will see diamonds where others see rocks. You will stop, listen and then chart a course, that is incredibly successful for you and your business. I've had many of these defining moments, but I missed most of them on my first reading or learning experience. Some of these were mere sentences and I brushed past them in a hurry.

Only later, when I went back and delved into the depth of the learning, did I understand the power and intensity of it all. We tend to dismiss things that are too simple as being too simple. This report is tiny--but extremely powerful when you apply it to your business.

In this report, you will learn the simplicity of writing headlines. As you read the pages to follow you will be astounded. If you thought writing headlines was hard, the information you're about to read will be a revelation of sorts.

At the end of the day, what is a headline but an attention getting statement? So no matter what you do in sales, marketing or advertising, you're going to need this skill. And this is a report you can use for the rest of your life. Yes, I mean that.

So dig into it, will ya? Headlines aren't a big mystery. Yes, even you can do it! :)

With warmest regards,

Sean D'Souza

P.S. This report has been proof read quite a few times. Yet every time little things get changed and a typo slips through the net. If you find a grammatical error or spelling mistake, please do write in and let me know. I'd really appreciate it.

## Are you avoiding learning about headlines because you're not a copywriter?

Better not, because no matter whether you make a PowerPoint Presentation, sales call, or write an email, you're going to need this information. The last thing you need is a headline that will go glug glug and take your marketing strategy down with it.

Ok, now that I've got your attention, belt up as we roller coaster our way into the science of how to recognise the power behind the headline. Find out for yourself the precise psychological reasons why headlines entice us so.

## How We're Going to Play the Headline Game

Let me play tour guide. First, I'll give you three sets of headlines that really work. I'll identify the trigger in the headline. Then I'll tell you the psychological reasons WHY they work. Right after that you take over and implement these headlines in your marketing strategy. Compende? Si? Let's go.

## Psychological Trigger No. 1

### Question-Based vs. Statement-Based Headlines

Do you make these mistakes in English?  
Do you know where you fail in your marketing strategy?  
Is Internet marketing driving you crazy?

Ladies and Gentlemen...Presenting the question-based headline! A headline that beats the living daylights out of a straightforward statement-based headline. When tested, a question like Do you know where you fail in your marketing strategy? gets far more attention than This is where you're failing in your marketing strategy. Which one would get your attention more: Don't struggle to pay your bills or Are you struggling to pay your bills?

## So why does the brain go wakawaka when faced with a question - based headline?

The reason is simple. Questions irritate the brain causing your grey cells to do a neurological dance. The very sight of a question mark forces your brain to want to know more.

Do you have a statement in your headline? You do, huh. Well swap it around for a question and then move to psychological trigger No. 2.

## Psychological Trigger No. 2

### Problem-Based vs. Solution-Based Headlines

Struggling to get ahead in your small business?

Is your computer's lack of speed driving you crazy?

Is your marketing strategy missing a vital link?

Now that you know the power of questions, these are double whammy headlines! They not only get your brain whizzing like a wind-up toy, but they also bring to the fore a pain in your brain. If your brain is doing mental aerobics right now, it's because these headlines are causing you some real grief and you are the precise target audience.

You identify with these problems and are keen to solve them. The brain is fixated with solving problems. It's a basic survival instinct kicking in. For thousands of years, the brain has been moonlighting.

While its primary function is to make sure the rest of your body parts do what they're supposed to, its side job is to keep you alive. Therefore it actively goes in search of potential problems you may have, and when it sees one in the headline, it says, "That's for me!" and goes straight for the problem-based headline.

Yet look at most of the advertising around you. It's all solution based. You see it, then you don't. Recycle your solution-based headline into a nice problem-based power pack.

Done it? Ok, let's go screaming in to psychological trigger No. 3.

## Psychological Trigger No. 3

### Curious vs. Non-Curious Headlines

When this report was published it had the headline: '***Are your headlines missing these precise psychological triggers?***' Notice the headline construction. It has the word ***these*** in it. ***These*** implies there are certain psychological triggers. Now how the heck will you know which ones they are if you don't start reading this report? Sure you might be the living guru of marketing headlines, but even you can't be one hundred percent sure.

You'll take a peek, you think. A small peek. And you do, except it's a very slippery slide once you get on, my friend.

A skillful communicator knows that he or she must get the curiosity factor to move bag and baggage into your headline. It's the key to literally sucking in an audience. Then it's really up to the quality of the content, flow and your ability to keep your audience mesmerised.

Headlines with curiosity work because the brain is intensely curious. Tell a person not to look behind the door, and they want to look. Tell them they cannot have something and they want to know why. Analysis is all part of Mr. Brain's job.

Every question needs to be answered, otherwise it pounds in your head like a jackhammer with questions that incessantly go Why? Why? Why? (**Read the Power of Why**) When you create a curiosity factor, you are literally switching on every single light in your customer's brain.

Headlines with a **HOW TO** in them are typical curiosity-based headlines. They imply a problem that you might have and need to solve. And to prove my point, look at the next line and see how your eye goes wham, right into it!

## How to Construct Headlines Without Making a Complete Mess of Things

Let me show you how I'd go about it. For instance, I wrote a lot of potential headlines for this report. These were the final four:

- 1) **Psychological Reasons Why These Headlines Work Like Magic**
- 2) **Which Precise Psychological Reasons Cause These Headlines To Work Like Magic?**
- 3) **Is Your Marketing Strategy Missing These Precise Psychological Triggers?**
- 4) **Are Your Headlines Missing These Precise Psychological Triggers?**

## Let's Get These Guys on a Couch, Shall We?

### 1) *Psychological Reasons Why These Headlines Work Like Magic*

This headline had only one of the features above. It had a curiosity factor. However, it lacked a question and it certainly scored a big zero on the problem factor. Needless to say, it soon backspaced itself into oblivion.

### 2) *Which Precise Psychological Reasons Cause These Headlines To Work Like Magic?*

Ooh, this one was pretty powerful. It had the question. It was packed with curiosity, but it kind of fell flat faced on the problem audit. Goodbye, Monsieur Headline.

### 3) *Is Your Marketing Strategy Missing These Precise Psychological Factors?*

This one scored on all points. Curiosity, problems and question sat merrily together, expecting me to be as pleased as punch. I was, till I noticed one little discrepancy. It was appealing to the wrong target audience.

This headline would attract people who were interested in marketing strategy not headlines. They would come in, find themselves in the wrong room, drink a glass of wine and sneak out. I needed people to stay for the party. I needed people who were interested in headlines. People like you. Inevitably, I had to refine it just a little bit. And here's what I came up with.

#### ***4) Are Your Headlines Missing These Precise Psychological Triggers?***

I personally believe this one was the most powerful of the lot. If it were a guy, I'd let him marry my daughter (if I had one) and give him my blessings. This headline not only encapsulated all the triggers above, but it was precisely positioned. It went for a niche audience and got their full attention.

#### **What's Abraham Lincoln Got To Do With Headlines?**

Abe apparently said, "If I had six hours to chop down a tree, I'd spend the first four sharpening the axe." Your headline is what you need to spend most of your time sharpening.

You see, people are always in their own world, thinking about their own problems. If you don't snap them out of their reverie, you don't have the slightest chance of getting them to buy in to whatever it is you're selling.

#### **There's Also Another Dimension to this Sharpening Gig**

You can't be totally satisfied with the headline merely if it fits these three parameters. That is the science, not the art. The art is getting inside the brain of your customers. You'll find that a slightly different headline will bring in as much as twenty to two thousand times better returns without any change in content.

The only way you can know which one works better is to test headlines. Testing isn't as hard as you think. Put it in an email and send it to a dozen friends and colleagues. You'll soon get a pattern and probably some valuable feedback. Take it. It will help you carve a headline that will really get your customer's attention.

#### **Do You Need All Three Psychological Triggers Working at Once?**

No you don't. A headline can work perfectly well with one or two of the above psychological triggers.

In life, three may be a crowd, but in headlines, it's the more the merrier. Use the power of headlines in your marketing strategy, your PowerPoint presentations, sales calls, emails, newsletters, articles and reports such as these.

***Better headlines mean better bottom lines. Simple logic, eh?***

## Let me step back a bit and contradict myself, ok?

I've just spent the last few pages telling you how and more importantly, why certain headlines work better than others. And in true Psychotactics fashion, I'm about to break the rules.

All the articles below (which can be found on [www.psychotactics.com](http://www.psychotactics.com)) we didn't apply the rules above. And when placed on a portal with other similar marketing articles, these article headlines still drew a lot of clickthroughs. I'm reckoning if we'd used the principles I just taught you, we'd get far more clickthroughs.

This just proves one thing. That you can learn a new concept, and understand how the concept works, and yet never use the concept. So will you lose customers? The chances are that you won't. But you're likely to attract a smaller audience. All of these headlines on the articles below attracted a stream of customers. Some of the articles got in more customers and some got in less. In the end, it's not about what you know. It's only what you do, that matters.

Have a look at some of the article headlines and openings below. You'll see how we've taken the headline concept and used it, in the first paragraph as well (in some, not in all cases (duh!)).

### 1) Harness The Psychological Power Of 3

Improve your communication and change your marketing strategy by tapping into the deeply embedded psyche of humans.

### 2) Can Powerpoint Presentations Rival TV Ads?

Ever wonder why some PowerPoint presentations are head and shoulders above others? Why do some have amazing powers of persuasion while others simply bore you to death? Here's the secret to PowerPoint pizzazz.

### 3) The Power Of Why

WHY on earth would you ignore advice on one of the most powerful psychological triggers that make people buy?

### 4) Can You Convert Your Marketing Into A Religion?

Some brands of religion can breed fanatics. If it works for them, why not make it work for your product or service? Follow these simple marketing strategies.

### 5) Do You Know Who's Killing Your Email Marketing?

More interesting than a mystery novel, but deadly serious for your business. Is something lurking in the shadows you should know about? This internet marketing article will tell you exactly what's happening with your email.

### 6) Like a Virgin -- Is Your Marketing As Fresh As Madonna's?

Madonna Incorporated consistently reaps profits even after 18 years on the trot. Here's what you can learn from the chameleon of pop music. Why reinvent your branding?

### **7) Is Nature A Marketing Guru?**

Technology rules. Yeah, for about five minutes -- then natural instincts take over. Are you stupid enough to fight Mamma Nature? Here's what you can learn from her marketing strategy...

**8) How To Commit Brand Suicide** There are lots of ways companies kill their brand names. It's easy. We'll show you how in this article on... How to brand your product.

### **9) Why Santa's Marketing Works Better Than Yours...**

Santa Claus Inc. is well and profitable, right through recessions, depressions and just about any economic scenario. The reason why his marketing works better than yours is that he uses solid, dyed-in-the-wool psychology. You can too. Find out what marketing strategies he uses...

**10) Never Trust A Silent Customer** If you want to learn how to keep your customers, you've first got to keep them noisy. Here's how you can make these complaining clients one of your biggest assets.

### **11) Why Twins Have The Same Surname (And Different First Names)**

Unlike parents, who know this instinctively, businesses often end up giving the same name to multiple (and widely differing) products without realizing the negative impact on the brand. Why Brand Extension is a waste of time.

### **12) Are You Operating Without An Audio Logo?**

Surely not! Here's the key to getting people all excited about your product or service. You control the conversation with an audio logo. Go on, get it in your armoury!

### **13) How To Get Repeat Visitors To Your Website**

Ok, so you've got someone to visit your website once. What if you wanted them to visit again, and again, and again? Ooh, that's hard, isn't it? Not really. Find out how to attract clients back without begging.

### **14) Tired Of Silly Old Email Enquiries? Say Hello To Autoresponders!**

If there's one thing that drives us all crazy, it's not having enough hours in the day. You need the hours to work out your marketing, your sales, your budget, follow up on invoices and god knows what else. How can autoresponders help your business?

### **15) So What If You Don't Have a Website?**

Gasp! Choke! Gag! That's how people react when you tell them your business does not have a website. So do you really need one? This article attempts to show you how you can use the internet (and websites) to maximise your business potential using simple internet marketing strategies.

### **16) Who Is Your Real Competition?**

If you design kitchens, is another kitchen designer your competition? Most likely not and the sooner you can position yourself against your real competition the sooner you will start to see more business come through.

### **17) Need To Create A Website That's Dynamite?**

Websites are a waste of money and time. Well most of them are. Most people go online for just one reason-- To Get Information. Yet, what do you see at most websites? If your website isn't making money, you need to have a look at this internet marketing article on how to reverse the situation!

### **18) Is Your Business Solution your biggest Problem?**

Have you had current or potential customers die on you while you're speaking to them? You're giving them this outstanding description of your process and capability and it's going bing, bong, kazoom over their heads.

### **19) How Hard Working Is Your Business Card?**

Who'd ever think of branding and positioning for a business card. You should, if you're expecting to maximise your business impact. It's no use having a fancy looking card that does nothing for you.

### **20) Is Your Marketing Missing The Cookie Factor?**

Your marketing sure could do with this X factor. The psychology of humans is based partly on something for nothing. Find out how you can use this to your advantage! And, How can you apply this simple marketing strategy and psychological principle to rake in some big bucks?

### **21) Stuck With A Zero Marketing Budget?**

Don't have a planned budget to give your clients gifts? Welcome to the club! Here's a psychotactic that's so simple. You will wonder why you never thought of it before! How to keep clients with a zero marketing budget!

### **22) Why Are Customers So Indecisive?**

Do you know why your customer won't buy? You've given her the best price, possibly even the best options. Yet she fidgets. Maybe, maybe not, she ponders. Do you know why that happens? Find out here.

### **23) When Do You Stop Marketing To Customers?**

Are you afraid of alienating your customer with your marketing? Do you always feel like a stranger in their inbox? Do you know specifically when to keep marketing, and when to stop? Well, stop looking so puzzled because here's the answer.

And there are a whole lot more articles, and if you click anywhere on this page, you'll be taken to the Psychotactics home page, where you can actually read these articles. :)

Ok, that's pretty much it. I'm outta here. You've learned a lot, and if you're even slightly keen to see who I am, and other resources (that will be of help to you) then turn over the page, and you'll see the famous dance pose, and other goodies.

# Resources

## Psychotactics' Sequential Training System

If you've bought a product from PsychoTactics or have read through a free report, you'll be keen to learn if there are more goodies in the Psychotactics collection. Heck, sure! Not only are there more products and training courses, but here's a little helping hand guiding you along the sequence you need to follow to get the maximum advantage. On this page, you'll find the sequence that has worked best for most clients. On the pages to follow you'll get other resources, training systems and consulting options.

### Step One: The Brain Audit

If you're wondering why clients seem to back away at the last minute, there's a darned good reason why? You haven't taken off all the bags off the customer's 'conveyor belt'. Each customer buys (or doesn't buy) your product, because of a specific set of reasons. If you want to guarantee sales time after time, you need to know exactly what's going on in the brain of the customer. The Brain Audit, helps you look inside the customer's brain and literally anticipate what the customer is going to say or think next. Don't struggle with declining sales and yo-yo profits. The Brain Audit shows you exactly what you need to do to improve your conversion rate. [To find out more click here.](#)

### Step Two: 5000bc Membership

Imagine a place where like-minded professionals just like you meet each day. Imagine where topics from consulting, Internet marketing, speaking strategies, copywriting, direct mail, new technology, graphic design are explained in great detail. Imagine where you can find detailed and incisive critiques on websites. Imagine where learning is a whole lot of fun. Well, you can stop imagining. If you have read the Brain Audit, your next step is 5000bc.com. Membership is restricted to just 1200 members. When 5000bc reaches 1200 members, the membership will be closed. If you'd like to find out how to get to 5000bc before the doors close, click here to get to [www.5000bc.com](http://www.5000bc.com)

### Step Three: The Brain Alchemy Masterclass

Have you ever wondered how to get, keep and grow clients with a very specific, step-by-step strategy? The Brain Alchemy Masterclass shows you how to avoid the minefields that most businesses run into -- and how to create a business that literally runs itself over time. It's no fun struggling day after day, week after week. Learn powerful core strategies that will give you business structure and immense leverage. And learn at your own speed with 19 Audio CDs + The Brain Alchemy Comprehensive notes on how to implement the system. If you're serious about getting your business not just to the next level, but several levels up, then then [click here to read more about the Masterclass.](#)

### To view all Psychotactics Products

<http://www.psychotactics.com/products.htm>

# About The Author

## It all started with a guy called Leo Burnett

Over 15 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

## From Copywriting To Cartoons

There he 'met' a man who had spent his lifetime in the hard trenches of communication. Few people made more of an impression on him than Leo Burnett himself. Leo's determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years. His statement "Reach for the stars. You may not reach them, but you won't come up with a handful of mud either" was one of Sean's driving forces.

From this skill of working with one of the best advertising agencies of the world took Sean on the heady road of copywriting, writing TV commercials (and how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

## Are you a Psychologist?

That's what people often ask Sean. That's a hard question to answer because he tends to read about 100 books or more a year and listen extensively to audio tapes on learning while travelling to and from workshops, conferences and consulting. The knowledge contained in those audio tapes and books, when meshed with his own unique perspective, helps Sean to give readers, workshop participants and clients a unique perspective on business. Psychologist he may not be, but 'psycho' he can be :) {Look for the testimonials on the website!}

## Up at 4

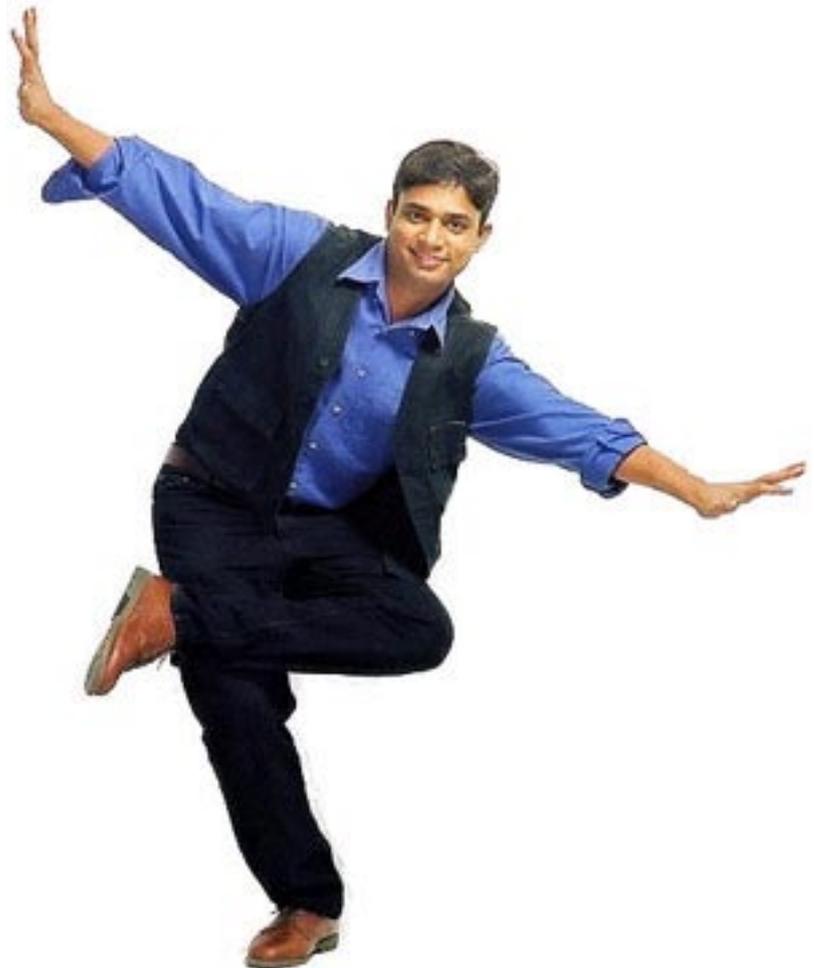
It's a normal working day, when the clock strikes 4 and that's why if you write to Sean, you'll often find answers to your emails at weird hours. It's the best part of the morning and it helps him focus on the nitty gritty of the human brain and why it does what it does. His parents were teachers and they always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.

The fountain of knowledge flows freely. Take a deep drink!

## Feedback

If you have any feedback or any questions please email or call Psychotactics. No matter is too small.

Email: [sean@psychotactics.com](mailto:sean@psychotactics.com)



If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it.

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