

Your Headlines Can Cost You Money

*Your HEADLINES Can Cost You
MONEY!!*





YOUR HEADLINES CAN COST YOU MONEY

Michelle Lake joining forces with Bo Tipton



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YOUR HEADLINES COST YOU MONEY

Many people in Internet Marketing know that the subject in your email or your headline on your blog post, play the biggest part in whether you make money or not. I know that to be true:

- **Your subject is the biggest factor in how many of your emails get opened.**
- **Your headline is the biggest factor in determining if your blog post gets read or not.**
- **Your headline is a huge factor in getting your post ranked.**

Think about when you go to a blog and the front page has a list of blog posts with excerpts of the blog. Which do you read first? The headline for the post naturally. If it interests you, then you open it and read the post. If it doesn't interest you then you move on to the next one.

We have to learn to write good post headlines and email subjects. It is not something we are born with.

I have a neat **free tool** that will help you do just that.

FREE TOOL

<http://aminstitute.com/headline/index.htm>

The screenshot shows the website for the Advanced Marketing Institute. The header includes the institute's name, a search bar, and navigation links for Home, Marketing Courses, Research Lab, Headline Analyzer, Newsletter, About Us, and Contact. The main content area is titled "Emotional Marketing Value Headline Analyzer" and features a "Free Analyzer" section. This section includes a "Stay Updated!" sign-up form, a "Subscribe:" form with fields for First Name and Enter Email, and a "Subscribe Now!" button. The main form for the analyzer is titled "Enter Your Headline Text" and includes a text area for pasting the headline, a word count instruction (20 words), and a category selection dropdown. Below the form are "Submit For Analysis" and "Clear Text" buttons. A section titled "What is the Headline Analyzer?" explains the tool's purpose and scoring system. At the bottom, there are three colored boxes: Intellectual (green), Empathetic (red), and Spiritual (purple), each with a brief description of the words that resonate with that emotion.

Advanced Marketing Institute
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Search:

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Free Analyzer
How it Works

Stay Updated!
Sign up for our newsletter and we'll let you know when new copy analysis tools are available!

Subscribe:
First Name
Enter Email

Emotional Marketing Value Headline Analyzer

Enter Your Headline Text

Paste your headline in the text area below. The analysis engine will **automatically cut your submission at 20 words**, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

Please select the type of business or industry that this headline belongs to. This will lead to us being able to show you the industry average for your headline so you can compare how you're doing.

What is the Headline Analyzer?

This free tool will analyze your headline to determine the **Emotional Marketing Value (EMV)** score. As you know, reaching your customers in an deep and emotional way is a key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.

Your headline will be analyzed and scored based on the total number of EMV words it has in relation to the total number of words it contains. This will determine the EMV score of your headline.

In addition to the EMV score, You will find out which emotion inside your customer's your headline most impacts:

Intellectual	Empathetic	Spiritual
Words which are especially effective when offering products and services that require reasoning or careful evaluation.	Words which resonate in with Empathetic impact often bring out profound and strong positive emotional reactions in people.	Words which havethe strongest potential for influence and often appeal to people at a very deep emotional level.

[Click here for a Q&A on the AMI Emotional Marketing Value \(EMV\) system>](#)

Look at the headline for this post. **"Your Headline Cost You Money"**. Below you can see the results:

HEADLINE ANALYSIS TOOL

Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"Your Headline Cost You Money"

Your Headline's EMV Score: **60.00%**

This score indicates that your headline has a total of 60.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75%** EMV words in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

While the overall EMV score for your headline is 60.00%, your headline also has the following predominant emotion classification:

Intellectual	Empathetic	Spiritual
---------------------	-------------------	------------------

We've determined that your headline appeals equally to people's Intellectual, empathetic, and spiritual spheres! Perfect balance!

The screenshot includes several green arrows pointing to specific elements: one points to the headline, another to the EMV score, a third points to the comparison text (which is highlighted with a red box), and a fourth points to the conclusion text at the bottom.

THE POWER OF WORDS

It works!

It got you here, didn't it?

This is a great **FREE tool** when writing headlines for posts. It will take practice, trial and error in the beginning, but like anything else you will get better at it. Even though I have been doing this for years, I still use it sometimes.

Now you know why some of my blog post headlines got your attention.

Shucks my secret is out now!

HOW IS YOUR HEAD?

Oops! I meant how is your headline?

There are some people that say headlines are 75% of the traffic getting formula. That even if you get ranked on the first page of Google it does not mean people are going to click your link. Many advertising experts believe that your headlines or subjects can make or break your business.

They are that important.

When I do a search on Google and I look for something that I think fits my search or catches my interest on the page that pulls up, I don't just click the links that show up in order.

Even if you have good SEO and get ranked you still have to catch people's attention. Granted it is much easier to catch people's attention if you are on page 1 instead of page 14. Even if you are ranked on page 1, the game is not won yet.

GOOGLE SEARCH

I searched “**headline infographics**” in Google to find the websites in the image on the next page. These websites below worked hard to get to the first page of Google. Of these 6 sites that are listed, only 3 of them are sites I click on based on their headlines.

So, even if you have the right keywords, backlinks, search engine ranking and whatever else you do to get ranked, if you do not have a good headline, the effort could be wasted. When you are building your blog and making posts keep that in mind.

It may not be that Google is taking a long time to rank your website, but that your headlines do not give them a reason to rank your website. I know that **a great headline can get traffic to a poorly written post and make it work**, but a poor headline that does not work will not get traffic to a great post.

The good news is there are tricks and tools that can help you get this part right.

GOOGLE SNIPPET

The Art of Creating Effective Titles and Headlines [Infographic] | Social ...

www.socialmediatoday.com/.../art-creating-effective-titles-and-headlines-infographic ▼

Sep 30, 2016 - Writing content for your website or e-commerce store requires a lot of hard work. Unfortunately, many content creators undermine those efforts by choosing ineffective **headlines** that fail to attract readers. Whether you rely on search engines to drive traffic to your site or you use social media platforms to ...

headlines Infographics | Visual.ly

<https://visual.ly/tag/headlines> ▼

NEWS HEADLINES June 24, 2014. added by headlinesam. 50. NEWS HEADLINES June 27, 2014. NEWS HEADLINES June 27, 2014 Infographic. NEWS HEADLINES June 27, 2014. added by headlinesam. 57. WORLD NEWS HEADLINES. WORLD NEWS HEADLINES Infographic. WORLD NEWS HEADLINES. added by ...

Probably not clicking this one

How to Write the Most Clickable Headlines (Infographic) | Inc.com

https://www.inc.com/.../how-the-most-clickable-headlines-are-written-infographic_1.htm...

Nov 9, 2015 - How much time do you spend writing your **headlines**? I'll bet you it's not nearly enough. See, 80 percent of people will read your **headline**, but just 20 percent will actually click through and read your article or blog post. Crazy, right? This means that your traffic could vary by as much as 500 percent ...

6 Things All Viral Infographics Have in Common - AdEspresso

<https://adespresso.com/blog/6-things-all-viral-infographics-have-in-common/> ▼

Aug 19, 2016 - Great **headlines** shouldn't be kept to text-only content; having an amazing **headline** is perhaps the single characteristic that every single viral **infographic** shares, without fail. Screen Shot 2016-08-11 at 8.22.43 PM. **Headlines** will be the first thing that users see, and it will have a huge impact on whether or ...

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Oops I want
info not to
buy 1000+
templates
nope not
clicking



HOW TO WRITE A HEADLINE TO ATTRACT READERS LIKE A MAGNET

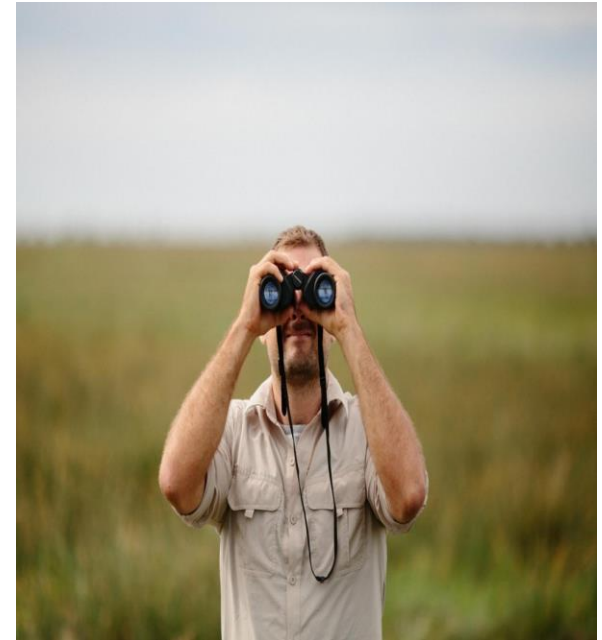
There has been a lot written about how to write a headline, so I am not going into a long explanation.

I am just going to point out a couple of things and hopefully point you in the right direction.

TRACKING PIXELS

First off, I am a tracker. You need to understand how important that is. What I mean is that when I run an ad, send out an email or do a blog post, I use tracking links or what is called **tracking pixels** to tell me what happens with the action I took.

This link **[http:// click.botiption .com/whateverlputhere](http://click.botiption.com/whateverlputhere)** is one of my tracking links. It tells me how many people see what the link leads to and how many clicked on something on the site.



SPLIT-TESTING

I **split test ads** sometimes, changing only one or two words in the headline to see if it makes a difference. I have sent out emails with one headline and they do not do much. When I send out the same email with a good headline it does much better than the first one.

By tracking, I can see what is working and what is not and make changes. This is the main reason I know what works and what doesn't.

Before we go on we need to understand why we are talking about a good headline.

FUN TRIVIA



It has been shown that your headline is the most important factor in getting your content shared on Social Media.

Around 80 to 85% of people will read the headline while only about 20% read the article.

If your headline does not draw them in, they are gone to the next thing.

Plain and simple.

If you do not get them with the headline they do not read your sub-headline or your content.

No second chance – they are gone!

I do a lot of safelist marketing to get traffic and I know from my own results that the headline determines the amount of traffic I will get to my site.

Not the email content, not the link - the headline.

I have sent out emails with a subject and two lines telling them to click the link and had great results.

With a good headline/subject, I would get as many visits to my site as I did with a well written email with a not so good headline.



NOW ON TO SOME QUICK TIPS ON HOW TO WRITE YOUR HEADLINE

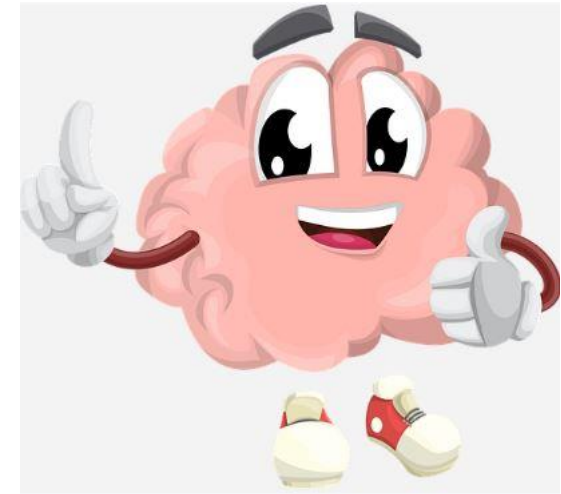
Remember your headline is only to get people to read your content. That is it!

Be it a post or an email, it is still to get them to read it.

Your headline should talk about something in your content. You wouldn't use a headline like, "10 Fly Fishing Tips That Guarantee You Will Catch More Fish" on an article about how to change the oil on your car.

Not a good idea.

Most headlines are limited by the number of characters available and usually works out to less than 10 words. I personally like longer headlines but most of them are 5 to 7 words.





Don't lie in your headline.

I am not going to explain that one...go look at your email inbox and you will see how many people lie about things in their headline.

Tip

If you would not click it, someone else probably would not click it.

Okay here we go!

TYPES OF HEADLINES (AND THESE ARE ONLY A FEW OF THEM)



Most popular headlines use a number.

(In tests, more people respond to that than anything else).

- **10 Ways To Get Visitors To Your Blog**
- **5 Ways Guaranteed To Raise Blog Traffic.**

Here is a formula that many good copywriters use.

For a numbered headline:

(Number+Adjective+Keyword+Rational)

10 Unbelievable Natural Hair Softeners

10 (**Number**) Unbelievable (**Adjective**) Natural Hair (**Keyword**) Softener (**Rational**) or result of using it.

TYPES OF HEADLINE FORMULAS



Add Interesting Adjectives

10 Weird Ways To Get Visitors To Your Blog

Use Curiosity to Draw them in

If You Don't Know This, It Can Cost You

Unbelievable What I Found On This Website

How To Headlines

Formula: How to+Action+Unique Benefit

How To Lose Weight in 7 Days

TYPES OF HEADLINE FORMULAS



Formula for a Mistake:

(Using the word mistake in your headline)

20 Mistakes Bloggers Make

5 Mistakes Most Websites Have

10 Mistakes Using Solar Power

Last one is a Question Headline

(One of the most effective headlines on Social Media)

For instance:

What Is The Best Way To Cook A Steak?

Or

Do You Know The Best Way To Cook A Steak?

WHEN IS IT LEGAL TO SWIPE SOMETHING?

You do not want to swipe from a bank



Well you probably do not want to swipe something from the bank. Unless you want free room and board along with a roommate.

In the computer world there is something called a swap file used by Windows to temporarily store information.

As Internet Marketers we need to keep a swap file, especially of ones for headlines that catches our attentions to be used later.

More than likely if a headline catches your attention it will catch someone else's, so why not save it as a reminder of what works.

IF IT WORKS, USE IT!



If we save a headline that is working, then by changing a few words and keeping the same structure of the headline we can write one for ourselves. If you are going to learn, why not learn from what is working and use it on your site.

If it works, use it!

One of the good things about starting out on the Internet, is that you do not have to reinvent the wheel.

All you have to do is find what works and duplicate it.

Once you have done that and money is coming in, then you can experiment and put your own flair on it. But in the beginning follow what works to the letter.

PREDICTABILITY WORKS!



It is one of those things that if you do this, then this happens. Predictable every time. You change what works and you are in the world of trial and error hoping something works.

So, with that said here are some headlines for you to start your swap file with. Use them as reference and change some words.

They work.

Who doesn't love a secret!



1. The Secret of (blank)

This one is used a lot because it works. You can also add a number to #1 Secret of (blank).

Some examples would be:

The Secret of Losing Weight

The Secret of Having Soft Lights

The Secret of Having Outside Light Without Electricity

Each journey starts with the first step...



2. Who Else Wants (blank)

This is one that is used a lot.

Who Else Wants To Learn To Build A Website

Who Else Wants The #1 Reason People
Succeed On The Internet.

Make things happen!



3. Get Rid Of (whatever problem) Once And For All

Get Rid Of Procrastination Once And For All

Get Rid Of An Empty Wallet Once And For All

Get Rid Of Dry Hands Once And For All

Get Rid Of Unwanted Fat Once And For All

The beauty of giving



4.Now You Can Have (something they want) (great benefit)

Now You Can Have An Online Business And
Pay Off ALL Your Bills

Now You Can Have The Car Of Your Dreams

Now You Can Lose Weight Easily Without
Going Hungry

Don't try to reinvent the wheel



5. (Do Something) Like (well-known example)

The most famous of these was used by Gatorade. Some of you may remember it "Be Like Mike".

It sure worked for them.

Build a Website Like A Pro

Learn to Blog Like A Millionaire Blogger

Learn to Write Like A Great Author.

Choose your path for learning



6. What Everybody Ought To Know About (blank)

This one uses curiosity and works great:

What Everybody Ought To Know About Relationships

What Everybody Ought To Know About Solar Power

What Everybody Ought To Know About Losing Weight.

A good file is a great source



So, there are some headlines you can start a swap file with.

When you are stuck trying to come up with an idea, go to your swap file of headlines you like or these simple fill in the blank headlines that work to get the writing started again.

I could go into the reasons why they work because there are psychological reasons they do work, but it is part of that keep it simple plan.

Show what I have used and what works.

HOW TO WOW HEADLINES

Quitting Is Not An Option



These are tried and proven headlines that work.

Look in your inbox and you will see many of these being used.

Why?

Because they work!

Here they are in no particular order:

You can always use a helping hand



1. Here Is A Method That Is Helping [blank] To [blank]

Here Is A Method That Is Helping Bloggers Write Better Headlines

Here Is A Method That Is Helping Senior Citizens To Earn Extra Income.

Here Is A Method That Is Helping Homeowners Light Their Yards

Timing is everything



2. Here's A Quick Way To [solve a problem]

Here is a Quick Way to Get Ideas For Your Blog

Here is a Quick Way to Back Up Your
Computer

Here is a Quick Way to Remember What You
Learn

The beauty of a display



3. Have A [blank] You Can Be Proud Of

Have a Website You Can Be Proud Of

Have a Business You Can Be Proud Of

Have an Income You Can Be Proud Of

The art of creation



4. Build A [blank] You Can Be Proud Of

Build A Website You Can Be Proud Of

Build A Social Media Following You Can Be Proud Of

Build A Blog Network You Can Be Proud Of

Knowledge is power



5. Little Known Ways To [blank]

This kind of headline is like the one "The Secret of (blank)" but different words to get the same attention.

Little Known Ways To Write A Good Blog Post

Little Known Ways To Use Solar Lights

Little Known Ways To Lose Weight.

The action step that creates



6. How To (Blank)

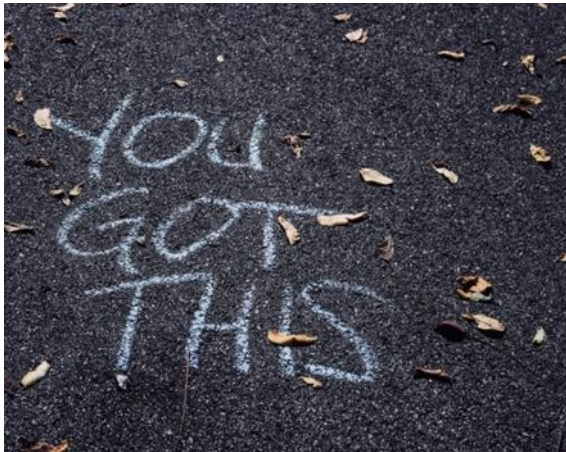
This is a big one - simple, but it works:

How to Build a Blog

How to Eat Less

How to Find Rare Comics

Nothing tried – nothing done



These are headlines that you can use over and over again.

They work!

What's holding you back?

You have the tools – let the games begin.

Much success.

LET'S DO THIS TODAY!

Michelle Lake



Please help me to keep this conversation going.

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