

## Headline Constructors

Headlines play a major part in the ability of your advertisement to catch attention. They need to tap into the two major motivators of people – to make a gain or to avoid a loss.

Try this exercise in headline creation and see what you can come up with for your next promotion!

### Complete these headlines...

How To \_\_\_\_\_

Are You \_\_\_\_\_

If You Are \_\_\_\_\_

Seven Ways \_\_\_\_\_

Warning  
\_\_\_\_\_

How \_\_\_\_\_

Now You Can \_\_\_\_\_

Why \_\_\_\_\_

Who Else Wants To \_\_\_\_\_

**FREE** \_\_\_\_\_

- See [www.headlinecreator.co.uk](http://www.headlinecreator.co.uk) if you want software to DIY.
- Also read page 2 of this Jump SMARTA Marketing Tip about 'Capital Letters' as it might affect how you decide to apply the headlines you create.

## The Magic Words

Here are twelve words that have an extraordinary power to persuade. Try using them in the headline exercise above.

you      money      save      new      easy      discovery      proven  
results      help      love      free      guarantee

## The use of capital letters

There has been a trend over the past few years to use capital letters on practically every word in a heading, sub heading or sometimes even a paragraph of copy. Lovers of the English language are shuddering!

We are taught in early education that a capitalised word means that it is a 'proper noun', meaning that it is a word of significance – like your name, or the name of a city. Direct Response marketers have tapped into this educated but subconscious response by using capitals on virtually every word. Your eye and brain is attracted to it because it has learnt that it is 'important' so you are more likely to read the word.

However an adverse response to it can be that the reader reads less as the brain is confused and wants to give up. We learn that a capital letter also begins a sentence, so we tend to keep stopping and starting our reading when we see the capitals. As a result we might remember a particular word but we might not comprehend the whole sentence or paragraph efficiently.

Direct Response marketing uses a particular strategy to encourage readers or listeners to respond immediately to their advertisement. Before you decide to use it you need to check that it is a good match for your brand, product and target.

## Power Words

There is always more than one way to say what you mean. Don't be limited by your personal use of words and language. Get out the Thesaurus and stretch yourself! When selecting more powerful words, consider also the education level of your target and make sure you are not using words that they are not familiar with or do not use them selves.

### **So-So word**

- up-to-date
- good
- useful
- quiet
- interesting
- unusual
- skill
- price
- better
- increase
- improve
- problem
- high
- deal
- would could,
- important

### **Power-word**

- state-of-the-art
- outstanding
- invaluable
- soundless, whisper-soft
- intriguing, fascinating, captivating
- innovative, radical, unique
- expertise, brilliance, genius
- investment
- superior
- double, multiply improve
- enrich, expand
- challenge, hurdle
- skyrocketing
- opportunity
- will, can,
- urgent, vital