

**Creating Winning Headlines & Copy**

What are your products or services?

What are the top mistakes people make relating to your product or service?

What are a couple of tips you can give me about using your product or service?

What are some of the top secrets you’ve learned while working in your industry?

1. **What will your product help the customer do (the general benefit/results)?**

*(My products/services help the customer to…)*

*i.e. start an internet company, lose weight, make more money, save more money etc.)*

1. **How quickly can you help the customer accomplish this goal?**

*(Include the # and the timeframe)*

*i.e. 3 Minute solution to …., in less than 24 hours … in just 30 days, etc.)*

1. **What are the expected results of reaching this goal?**

*Include a specific amount of tome (use $ if needed) and the type (save, make, lose)*

*i.e. …and Save $2,000, … and make $15,184 in 30 days, … You can lose 15 pounds in …, etc.)*

1. **How many steps or tips are you giving your customer to help them?**

*(Include the # and type (steps, ways, secrets, etc.)*

*i.e. Learn …. With these simple 5 proven steps, 67 ways to…, Discover the 12 Secrets of …, 16 special tips to…, etc.)*

**Emotional Triggers**

Satisfy Curiosity

Make Money

Save Time

Avoid Effort

Enjoy Health

Be Popular

Gain Pleasure

Enhance Enjoyment

Feel Clean

Be Praised And Admired

Be In Style

Satisfy An Appetite

Own Beautiful Possessions

Attract The Opposite

Sex

Be Independent

Emulate Others

Take Advantage Of Opportunities

Get A Surprise

Be Successful

Make Work Easier

Gain Presige

Be Sociable

Express Creativity

Be Efficient

Protect Oneself And Family

Protect The Future Of A Family

Be A Good Parent

Be Liked

Be Loved

Express A Personality

Be In Fashion

Avoid Embarrassment

Fulfill A Fantasy

Be Up To Date

Own Attractive Things

Collect Valuable Things

Satisfy The Ego

Be First At Something

Enjoy Exotic Tastes

Live In A Clean Atmosphere

Be Strong

Be Healthy

Renew Vigor And Energy

Get Rid Of Aches And Pains

Find New And Rare Things

Be More Beautiful

Win The Affection Of Others

Satisfy Sexual Desires

Bring Back Pleasant Memories

Be Lucky

Live Longer

Feel Important

Gain Knowledge

Be Recognized As An Authority

Enhance Leisure

Save Money

Have Security In Old Age

Overcome Obstacles

Do Things Well

Get A Better Job

Be Your Own Boss

Gain Social Acceptance

Keep Up With The Jones

Appreciate Beauty

Be Proud Of Possessions

Resist The Domination Of Others

Relieve Boredom

Gain Self-Respect

Win Acclaim

Win Advancement

Seek Adventure

Satisfy Ambition

Be Among The Leaders

Gain Confidence

Escape Drudgery

Gain Freedom From Worry

Get On The Bandwagon

Get Something For Nothing

Escape Shame

Avoid Effort

Protect Reputation

One-Up Others

Replace The Obsolete

Add Fun To Life

Work Less

Relax

Avoid Criticism

Avoid Physical Pain

Avoid Trouble

Prevent Unemployment

**Hypnotic Words**

A Gallery Of

A Sampler Of

Absolutely

Accomplish

Achieve

Affordable

Alert

Allure

Alluring

Alternative

Amazing

Announcing

Approved

Attain

Attractive

Authentic

Avoiding

Bargain

Beautiful

Beauty

Benefit From

Better

Big

Blast

Blockbuster

Bonanza

Bonus

Boom

Boost

Breakthrough

Burst

Buyer's Guide

Challenge

Challenging

Colorful

Colossal

Compare

Competitive

Complete

Comprehensive

Compromise

Concept

Confidential

Crammed

Crucial

Customized

Daring

Dazzling

Delicious

Delivered

Destiny

Direct

Discount

Discover

Distinguished

Dynamics

Dynamite

Earn

Easily

Easy

Effective

Electrifying

Emerging

Endorsed

Endurance

Energizing

Energy

Enjoy

Enormous

Enterprising

Envision

Excellent

Excitement

Exciting

Exclusive

Exercising

Expert

Explode

Explosive

Facts

Famous

Fascinating

Find

Floodgates

Flourish

Focus

Foothold

Forecast

Formula

Fortune

Free

Fueling

Full

Fun

Fundamentals

Garner

Genuine

Get

Gift

Gigantic

Grasp

Greatest

Growth

Guaranteed

Harvest

Health

Helpful

High Tech

High Yield

Highest

Hot

How

Huge

Hurry

Imagination

Imagine

Immediately

Important

Improved

Increase

Incredible

Informative

Innovative

Insatiable

Instantly

Instructive

Interesting

Introducing

Investigative

Just In Time

Largest

Last Minute

Late-Breaking

Latest

Lavishly

Liberated

Lifetime

Limited

Limited Time Offer

Lively

Look

Lowest

Luxury

Magic

Mainstream

Mammoth

Masterpiece

Merit

Mind-Blowing

Miracle

Money

Money-Back

Monumental

Mouth-Watering

New

Next Frontier

Noted

Novel

Now

Obsession

Obtain

Odd

Only

Opportunities

Outstanding

Own

Personalized

Perspective

Philosophy

Pioneering

Plus

Popular

Portfolio

Potent

Potential

Power

Powerful

Practical

Professional

Profit From

Profitable

Profits

Promising

Protect

Proven

Provocative

Quality

Quick

Quickly

Rare

Reap

Reduced

Refundable

Reliable

Remarkable

Results

Revealing

Reveals

Revolutionary

Rewards

Safely

Sale

Save

Savvy

Scarce

Scorecard

Secrets

Secure

Security

Seductive

Selected

Sensational

Shocking

Simplified

Simplistic

Sizable

Sizzling

Skill

Soar

Solution

Special

Specialized

Spotlight

Starter Kit

Startling

Stop

Strange

Strong

Stunning

Sturdy

Successful

Suddenly

Superior

Sure-Fire

Surging

Surprise

Surprising

Survival

Technology

Terrific

Test Drive

Tested

Thrilling

Time Sensitive

Timely

Tremendous

Trusted

Truth

Ultimate

Unconditional

Uncover

Under-Priced

Unique

Unleash

Unlimited

Unlock

Unparalleled

Unsurpassed

Unusual

Up Scale

Urgent

Useful

Valuable

Vital

Vivid

Want

Wanted

Warning

Wealth

Willpower

Win

Winning

Wonderful

Yes

You

You're

**Samples:**

How I Improved My Memory In One Evening

I Lost My Bulges – And Saved Money Too

Imagine Me – Holding An Audience Spellbound for 30 Minutes

Free Book – Tells You 12 Secrets of Better Sex

Who Else Wants A Screen Star Figure?

Five Familiar Anxiety Troubles – Which Do You Want to Overcome?

Who Ever Heard of a Woman Losing Weight – AND Enjoying 3 Delicious Meals at the Same Time?

