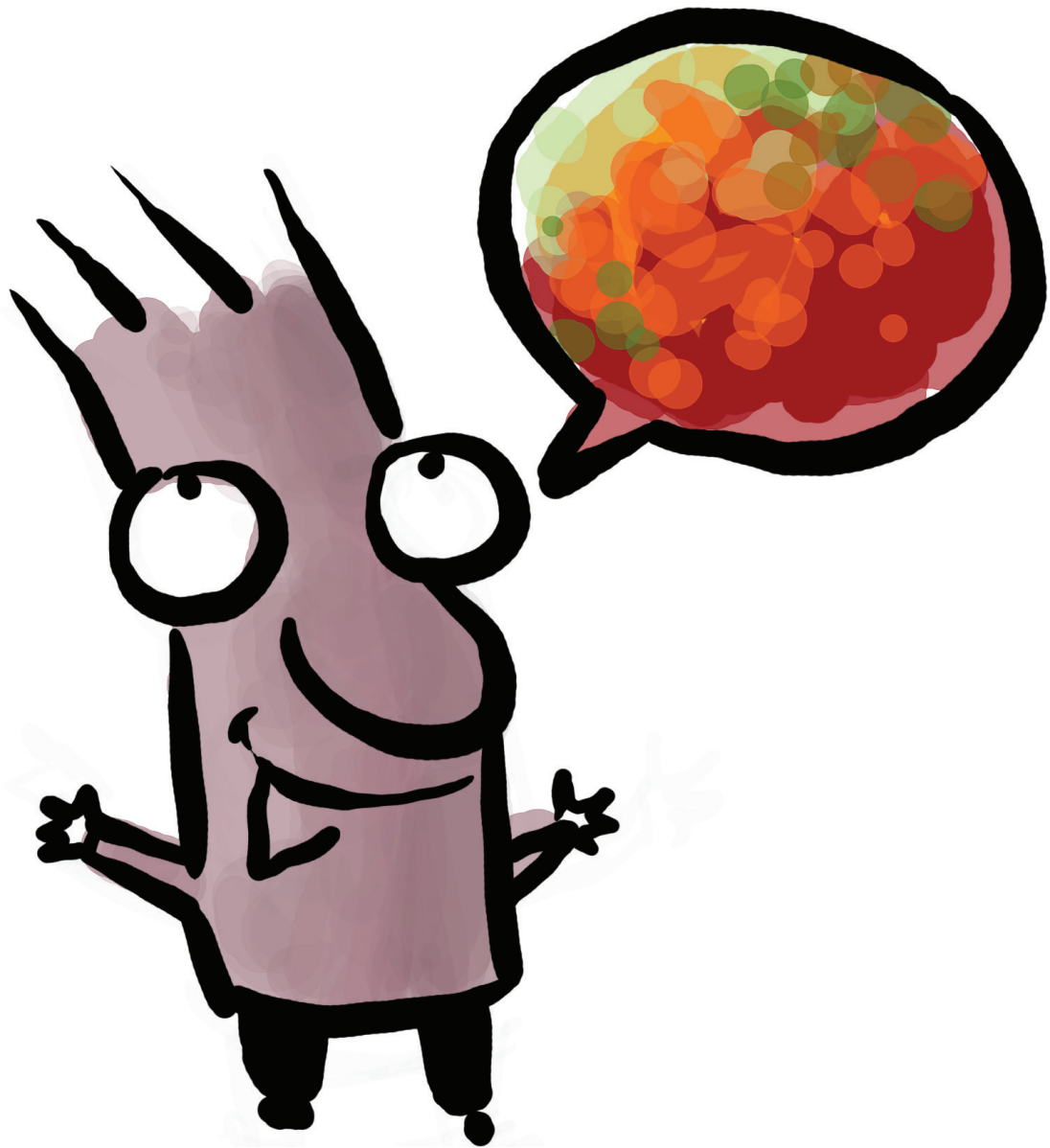


Headline Course Testimonials





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Alison Beere—Cape Town, S. Africa



I wanted to feel like I could engineer a headline and be quite sure of the results rather than just applying the ‘write it and hope’ approach.

I guess I wanted a system for headline writing, so that my headlines would become more predictably click-able.

Before the course began I used to take the main thrust of my article and try to encapsulate it using just a few snappy words.

That became my headline. I tried to make it sound interesting for a potential reader without being sensational because I hate sales-y, jolly, over-the-top headlines – there are so many out there.

Mid-way through the course was when we started to focus on known and unknown terms.

Coming up with unknown terms was both fun and at the same time, not as hard as I expected (I had expected that hours of brain-cudgelling would be required!) And like anything, the more unknown terms I made up, the more I began to see possible ‘unknown’ ways of describing things all around me.

As a result, instead of thinking that clever terms were the exclusive domain of creative whiz kids in corporate ad agencies, I realised that I was quite capable of coming up with them myself.

This was an area when I really benefitted from visiting other people’s threads – it was totally inspiring to see the output of some of the other team members.

I feel confident now in my headline writing skills. A lot of the tools have become integral to my thinking and I see the effect of this daily as I automatically analyse every headline I see around me!

I first discovered the joy of online, small group learning when I did Sean’s inaugural Cartooning Course back in August 2010. It was so much fun and the group made all the difference to doing the daily assignments. I learned from other people’s struggles, copied their work when it inspired me, and made very human connections that are still a daily pleasure to me even now. I have now taken both the Article Writing Course and the Headline Course with Sean so the group learning clearly worked well for me.

Having a small group within the larger group gives you a core of connections to focus on. So there is no feeling of being overwhelmed by a load of strangers. But you can always move beyond your core group and interact with whomever you please.

I love working in the forum. You post every day, but at the same time you work to your own schedule.

And with people from all over the world, there is always something going on when you check in.

Sean comments on your assignments but because it is via the forum, you get time to process any input before you have to respond. And then you can go back with questions, suggestions etc to improve your work.

Your team mates also visit your thread and comment, and share their insights and/or struggles. It's a very affirming place, but at the same time holds you accountable to show up and do what you set out to do. In short, the forum system makes it possible to achieve a lot in a short space of time, without being restricted to an inconvenient schedule.

The course is taught via daily assignments, submitted via the forum. Sean posts the week's assignments in advance, and you do them and post them for feedback. It is very much a learning-by-doing approach, with the emphasis on making mistakes so as to learn from them. The volume of work is high, so the potential for learning is also enormous. But the assignments are deceptively simple, so at no point do you feel overwhelmed.

Sean is like the Energizer bunny – his batteries never seem to run out!

He has unbelievable stamina. He reads and comments on every assignment every day, points out ways to improve, links you to particularly good example in other people's threads and generally acts as Professor, sheep dog and terrier to keep the group learning.

He wants you to succeed, so he will nudge you along to deliver on your assignments. After all, you signed up to acquire a skill. But he is not obnoxious about it – he is a co-creator not a whip wielder.

If you want to learn, you won't find a better or more engaged teacher.

The course starts off in a very light-hearted mode. And that was good life learning for me.

And it is much easier to be creative about anything when you take it on in a light-hearted mood. Anyway, towards the end of the course I was starting to flag. The accumulated work load began to catch up. But I remembered the lesson of lightness and decided to write 5 nonsensical headlines before doing the serious ones. And it worked very well – once I was smiling to myself, everything flowed more easily!

There is an element of "Monkey See, Monkey Do" in Sean's teaching style. That is not because he is arrogant and autocratic, just that he sees ways of taking a process and breaking it down into a system that is learnable. And the individual elements in the process can seem hard to grasp until you have hindsight. So trusting the teacher and the process is very important.

The Banana Factor as espoused by Tom Clifford! The fact that you can start off by injecting monkeys and bananas and other ludicrous things into almost any headline and make it a good one really encapsulates this course for me. It's a load of fun, but the achievements incidental to the laughter are tremendous.

The rants are awesome because they are Sean's distillation of his thought process as he reads pages and pages of assignments.

The rants then spring out of the issues that people are raising or stumbling over in any particular week. So they are totally topical and specific to any particular set of course participants and meet you right where you need help. And again, it happens all in your own time so that you can process them.

This course gets measurable results

If you are diligent you will see exponential growth in your ability to churn out good headlines. If you just show up, you will still go away with an audit process to produce good headlines.

And it's fun, too. You hardly even know you are 'working'. How cool is that?

It helped because tiny increments are do-able. They take overwhelm out of the picture. You don't have to process constantly "Where does this fit in?" or "How do I apply this?" You do the assignments and you hone one single headline 'muscle' at a time. Until at the end you flex them together and are delighted by the results.

My toughest moment came in Punctuation Week

I sailed through Day 1, and then hit quicksand Days 2 through 5. I just could not seem to flow through the assignments. Then I realised that I had run out of good topic/subtopics combinations. So I churned out a few lists of those and that really helped. And I trusted the process, so I just soldiered through, knowing that my brain was doing what it had to do.

Final Words

Show up ready to go the extra mile. You will never regret it.
Trust the process. It delivers results.

This course fits right into the continuum of personal growth I have enjoyed since I joined 5000bc. I have read more interesting books and been more fascinated by life since I did. I have given myself permission to learn new things forever and deciding to push myself (without self castigation). This is important – it is not about setting impossible targets and lashing myself to achieve them. It is about saying "What matters to me? And now how can I get that done?"

Thank you. Many times over!
That is about all that remains to be said for now.

Andrea Martin—B.C., Canada



The uniqueness is in the camaraderie that Sean is easily able to set up at the beginning of the course. Other online courses I have taken (30+) have never felt so fun and friendly. I think what makes it special is Sean's level of interaction with the group.

My approach to writing headlines before this course was somewhat structured.

But I wasn't happy with my headlines. And I struggled with them. I needed a different approach—which, of course, I got in the Headlines course.

About mid-way into the course I realized that my headlines were not effective because I was trying to write at too high a level. I wasn't breaking my topics down into small enough chunks. When I started to concentrate on breaking my topics into smaller sub-topics, I could write better headlines.

The other change was that the elements of good headlines were coming to me easier. I began to notice magazine headlines and pick out which ones I thought were good according to the elements of good headlines. I was starting to audit headlines. Later in the course we did exercises on auditing—which I found extremely helpful.

I know that my headlines can lack the curiosity factor. It's something that I will be working on as I begin to write articles for my newly branded business. I have the ammunition; it's up to me to fire it off in good headlines that quickly catch a reader's attention.

I can't say enough good things about the group I worked with.

My experience was always positive. I learned as much from their feedback to each other as I did my own feedback. It was a very rich learning environment.

The forum has a section at the top of the screen that lists the most recent posts. I clicked on them to quickly jump into other groups' postings. Without it, I might have stayed strictly in my own group's forum. And that would have restricted my learning.

The forum also has sections that focus on other things such as: How To, the Lounge, Sean's Rants, etc. There is a wealth of information in these other sections so it's best to visit them often.

It is easy to copy entire threads and paste them into a document. I did it often when I found conversation threads helpful, and I wanted to save them for reference material after the course.

When we first enter the course we have to introduce ourselves following a specific outline. This immediately helps us get to know each other, what we do, our talents, etc. It sets us up to feel that we are in good hands with each other, which is part of ensuring we are in a "safe zone."

It is so important to know that we will be safe learning together and making mistakes as we wander through the land of the unknown together.

We then start off with short, simple word exercises that aren't about our business. Later we apply what we are learning to our business topics. The transition is magic. Our brains know what to do before we even touch business stuff.

The rest of the course slowly builds up our skills in applying the elements of good headlines. Until the end.

At the end of the course we had a lot of fun purposely making mistakes and then auditing other headlines. It was an enjoyable way to apply our headline savvy to other headlines than our own.

Sean's wealth of experience is evident before even starting the course.

He makes sure everyone knows how to go about getting on the forum and is comfortable before we even start. Once we start he responds to everyone's posts. It's good to know that the instructor is watching and setting the tone for the course.

He then steps back a little bit and selectively responds to posts. He is especially attentive to people getting a little off track. He brings them right back through correction, encouragement, and the occasional rant.

The moment I understood the importance of HOW and WHY in every headline it was a special moment because in the past I tried to write headlines without using either term. And they were pretty dull.

Once I got into the habit of starting with HOW or WHY, simply coming up with any headline became much easier and faster.

The most unusual element of teaching I encountered was to have participants watch the three videos from the "Karate Kid" movie before the course started.

The videos demonstrated how the master taught a young boy the most important karate moves via hard work and plenty of practice. And that, before the young boy even understood how the moves would apply in Karate.

Sean applied the Karate Kid concepts during the course; having us practice some of the elements (up to 100 times) until they became automatic.

The uniqueness is in the camaraderie that Sean is easily able to set up at the beginning of the course.

Other online courses I have taken (30+) have never felt so fun and friendly. I think what makes it special is Sean's level of interaction with the group.

The rants were wonderful. They helped us see and correct our mistakes in an easy to digest way. The rants were used to respectfully share with the entire class different problems that arose with an individual or groups.

I would recommend this course because I can guarantee to anyone I recommend it to that they will be able to write excellent headlines for their own business.

The tiny increments approach helped me by mastering one element before moving on to the next.

In other courses the instructors blast through concepts without really knowing if the students have understood. If just one element is missing or misunderstood, the poor participant becomes lost, and often gets left behind (and feels stupid too). And that's a horrible feeling – but I've seen it too many times.

My toughest moment was when we started to add all the elements together – and many of my headlines still lacked curiosity.

I realized it wasn't anything to do with the course itself. It was me. I am in the process of rebranding my business. My own focus wasn't that clear in my own head.

Now that I have almost completed the rebrand, I would love to do the Article Writing Course and Headline Course over again. And I would do them again because now I have a concrete business concept to which I can directly apply the skills.

I did the online Uniqueness course and the 2012 Article Writing Course. I am considering signing up for the next Cartooning course. I'd like to be able to create a unique character for my business that I can use in all my media.

My advice would be to go the full distance on the assignments.

If Sean asks for 30-100 headlines, go for 100. The extra practice, while it may seem onerous at first, will make you fast and efficient at writing headlines.

Personally I have confidence in writing headlines. All I have to do is apply HOW or WHY to any of my topics, and I am on my way. Once I apply the other headline elements, I'll have a good headline.

Psychotactics' courses are a huge commitment. It is important to be able to have at least an hour a day available to do the daily assignments and reply to other postings. I found that I needed closer to two hours.

If you don't think you can devote more than a few minutes a day, it might be better to take the course another time, or take something else off your schedule for the duration of the course.

Andrew Finkelstein—New York, USA



What I discovered is that with everything Sean does (teaching in increments, handing out Gold Stars, having us make up words, etc., do weekly reflections etc) there's a method to the madness and the madness turns out to be a joyful, productive experience.

I've been writing an Ezine for seven years and over the last year had seen a serious decline in my open rates—a condition I wanted to reverse. Additionally my writing had become “stale,” and it was taking a toll as my enthusiasm for writing was waning—rapidly.

Frankly I knew I needed to kick-start my writing engine—because if I didn't I knew I'd chuck in the towel and I just couldn't do that.

So when I saw that Sean was offering the headline course I immediately jumped on it—as I'm familiar with Sean's systematic approach to writing and knew that if I'd just played the game of “Simon Sez” I'd end up learning how to write more effective headlines. Headlines that would improve my open rates—and just as importantly re-energize myself and my writing.

Before taking the headline course I'd write headlines using a “seat of the pants” method and that was getting me “seat of the pants” results—I was struggling and struggling is no fun.

Well I was right—not only about Sean's incremental step-by-step approach to writing (if you're someone who's familiar with the Karate Kid you'll know what I mean) but also about Sean's designing the course in a way that each participant gets an amazing amount of support — both from Sean who's with us there every day, personally commenting on everyone's assignment (a level of support I haven't had since grammar school) and also support from other members of the small groups Sean put us in.

In Sean's course the key to success is showing up every day and doing the work.

Believe me there were days when I felt I simply couldn't write another headline—but somehow I did - I showed up - I took it as a challenge—and as the weeks quickly flowed by, I felt damned proud of myself “just because” I was proving to myself that I could get through the course as it was designed—and not give myself any excuse (and believe me it's really easy to give myself an excuse for missing a day or two) for not doing the work.

And by just throwing myself whole hog and the postage into the “game” believe it or not writing headlines has become easier and even more than that enjoyable

Oh! And did I mention that Sean's handing out “gold stars” also helped—no kidding.

What I discovered is that with everything Sean does (teaching in increments, handing out Gold Stars, having us make up words, etc., do weekly reflections etc) there's a method to the madness and the madness turns out to be a joyful, productive experience.

Frankly Sean is an amazing teacher—not only for imparting his methodology but providing inspirational leadership.

And it's because of his leadership and intense commitment to the course's participants that I'd recommend this course to anyone who wants to improve their headline writing.

So now that I can write headlines à la Sean I'm going for the gold standard and take his article writing course.

I want to say, thank you for creating this fantastic course as well as providing the type of leadership that infused it with an unparalleled sense of aliveness and energy.

While I certainly got what I came for (I can now write headlines) I would never in a million years have guessed that I'd be so impacted by taking a course.

Maybe it was the place I was in who knows. But for the first time in my adult life (and I've taken many courses maybe too many) I decided to "just do it" to "damn the torpedoes full steam ahead"...and dive right in... and not accept anything but the best from myself...and certainly not have any excuses that would result in my not showing up (something that I'd always done, before this course that is)...

I don't know why all this happened. Perhaps it was triggered by a "magical moment" when Sean gave me a gold star.

Sound weird? Perhaps coming from a "successful adult" but in that moment something happened—and all I can say about it, is I felt as if I'd allowed the child in me to surface, and remain there for the balance of the course. That child who is full of unbridled enthusiasm for the possibility of what could be, and is fearless in the pursuit of it...

Now this may sound a little woo-woo or soppy, but I've been both "awakened" and somehow "transformed" by participating in this course.

And yes, as an added benefit, I can write headlines, better and faster than ever before.

Again thank you...from the bottom of my heart.

Wax On - Wax Off

Audrey Menon—California, USA



The course is taught in steps. One step at a time. So there is no question of feeling overwhelmed with too many instructions to follow.

I joined the course, to write better headlines for my articles. And of course to get more people to read these articles—leading eventually to more subscribers and clients.

Midway through the course when we started on punctuations the lights came on.

Most of the time I was taking my older headlines and changing them. That really helped as it showed me how bad the earlier headlines were.

It's really nice to have a small group. Or rather I should say the right sized group.

Not too big and not too small. If it were any bigger it would get overwhelming. I learn a lot more when there is banter and fun in a group. It makes you feel connected. And keeps you motivated. And of course you also know that Big Brother Sean is watching. Occasionally Renuka dropped in with a whip too.

The course is taught in steps. One step at a time.

So there is no question of feeling overwhelmed with too many instructions to follow. And also it's all about following instructions - Wax On, Wax off. Put your ego aside and stay with the program.

Sean is an extremely patient butt kicker. He puts in so much time and effort with each person. And he's confident enough to accept his mistakes which is a big learning experience in itself.

I liked that the elements are built one on top of each other. So you learn bit by bit without feeling like you're getting too much info.

You learn a set of tools that you can use to create an effective headline. You learn these tools one step at a time. By the end of the course you know when to reach for the "spanner" without having to think about it.

The rants for one, gives you a more in depth look at what you learning at the moment. Secondly it highlights learning from groups (in the form of a rant) that you might have missed.

Headlines draw the readers in, so writing effective headlines is an essential part of a website.

When there is too much stuff thrown at me I am never sure on where to focus.

Here there is no question on where to focus. I have done Article Writing Course and currently am on the Cartooning course. These courses help me provide a better service and experience to my clients.

Follow the instructions. You will learn a lot more and a lot faster.

Thanks for making it fun.

Candas Ifama—DC, USA



In general, I'd say I was pretty good at writing intriguing headlines. The difference is, now I know precisely what makes (and breaks) headlines.

I signed up for the course because I knew having the skill to write powerful headlines would serve me well in many different areas: article headlines and sub-heads, book titles and sub titles and even with writing click-through subject lines for emails. Another reason I signed up for the course is I've found that learning under the Psychotactics framework to be incredibly elegant and effective.

In fact, having taken the Article Writing Course earlier this year, a part of me wondered how helpful this course would be.

After all, we did work on headlines as part of that course. Interestingly, drilling down and focusing solely on headlines for 7 full weeks (actually 8 if you count the bonus Sean added on at the end), took my understanding of the topic to an entirely new level.

Prior to this course, I had no systematic approach to writing headlines.

I typically would try to find something that sounded good and had some kind of "catch" to it but there was no particular rhyme or reason to what I wrote or how I choose the content. I did make sure there was a match between my headline and the article.

In general, I'd say I was pretty good at writing intriguing headlines. The difference is now I know precisely what makes (and breaks) headlines.

During the course I noticed several changes in my writing, headlines flowed more easily and quickly; I was able to turn out 50-100 fairly decent quality headlines in under an hour vs. needing 3-4 hours to do the same work at the beginning of the course.

I also found myself naturally critiquing headlines I read. I was quickly able to identify what worked about the headline, what didn't work, how to strengthen it and/or whether to throw out the headline and start over from scratch.

There was a point, probably about halfway, that I thought I was the worst headline writer ever.

It was as if I couldn't follow directions and was simply dense. Out of group of 20 or so headlines, 90 percent of them were not successful. I hit a wall and just couldn't figure out how to apply the lesson of that assignment.

After a couple of revisions, I finally had a breakthrough, hit a stride and basically never looked back. As frustrated as I was with myself, from a student perspective I felt completely supported and taken care of by Sean and the co-learners in my small group and others who dropped by from other small groups. The best part was, when the lesson clicked and I got it, we all celebrated the win together.

Another change was an ancillary benefit I got from reading the work of Cornelia in another of the small groups in the course.

A few weeks in to the course Cornelia started writing daily reflections on her learning and experience with the lesson. As a regular part of the course Sean had us writing reflections weekly.

But there was something about doing it daily that caused me to think critically about my learning and to integrate it more effectively. In fact, I've adopted the practice in my daily journaling and it's really helping me to "register" in my mind all that I learn everyday instead of passing through without acknowledging for myself the progress I make.

It's funny, even though it was a mini course, it's had a tremendous impact on me. I feel grateful, excited, and a little sad.

I'm grateful because I learned and grew so much as a writer and a co-learner. I feel like the quality, quantity and overall effectiveness of all of my writing, not just the headlines, is significantly better from the daily, incremental lessons.

Finally, I'm a little sad because I don't like seeing the course come to an end. I liked having the course as a way to keep me in the daily practice of writing and engaging with my co-learners about the work. Luckily, I realize all good things run their due course. The best part about that is I know Sean will offer some other fun course again soon. and truth be told, it probably won't matter a whit what the topic is, I'll sign up because of the massive tangible and intangible value I've gotten from learning the Psychotactics way.

Working with the group was one of the best parts of the course. The variety of styles, topics and levels of engagement was particularly useful for me in this course.

During the Article Writing Course I was not as consistent with my participation in the group. This time around, I made a commitment to myself to keep up with the assignments and to consistently as well as intentionally engage the other members of my group. I'm really glad I made this choice. Doing so made me show up in the course regularly. I also felt responsible to the other members of my group to give them feedback and encouragement. The best part was I got the same from people in my group and members of other groups as well. Overall, I think the small groups are one of the strongest parts of courses at Psychotactics.

The forum was particularly helpful because of the ease of having all course materials in one location.

I also liked being able to interact with members of other groups. While this wasn't a requirement, it was often nice to be able to venture over to other groups to see how their members were handling the assignments—it offered a fresh perspective.

Describing how the course is taught can be summed up in a few phrases: inch by inch is a cinch, wax on, wax off and trust the process.

Inch by inch is a cinch refers to Sean's philosophy that breaking new tasks down into their most infinitesimal elements allows for the greatest depth of understanding. It may seem very odd and in the beginning it's likely to feel like you aren't making any progress.

But if you stick it out and follow the third phrase "trust the process" you'll be fine.

Speaking of trusting the process, it's highly likely that you will come to a point where you'll think Sean is crazy and what he's asking you to do doesn't make sense. When those moments come, remember I told you, "trust the process."

When you're in the middle of the learning you cannot see the forest for the trees.

There will come a point where you'll have occasion to step aside and you will realize just how far you've come and how good you've gotten—and seemingly without trying.

This brings me back to the second phrase: [I]“Wax on, wax off.” In the movie “The Karate Kid” Mr. Miyagi gives Daniel the task of waxing scores of vehicles and he tells him to do so in what seems to be an extraordinarily tedious and particular way. Daniel, of course, thinks Miyagi is just a cranky old man and can't see the value in his waxing job. Until, Mr. Myagi gives him a chance to demonstrate what he learned. You will feel the same way. You won't understand why. You'll think what you're doing can't possibly relate to what you want to do. Then there will come a point when Sean gets you to demonstrate what you've learned and you'll be pleasantly surprised and delighted by how far you have come. Once you get there it will be the best feeling ever in a learning environment.

As far as trust the process goes, it's simply that.

As I just shared, there will be times when you won't know why you're doing what you're doing. Do it anyway. There is a method to Sean's madness. It is not readily apparent. It is there. If you stick with the work, do the assignments to the best of your ability and ask questions when you're not getting it you will learn the subject at hand. For whatever duration you're in the course, be willing to suspend your disbelief. It will take you further faster. Not to mention the fact that you'll enjoy the experience a whole lot more if you're willing to play by the rules of the game. As with most things, once you truly know the rules you can break them all you want—but you have to know them first. The most efficient way to learn them well is to trust the process.

Sean as a teacher is...

Caring, committed, generous beyond belief, present—always responding to requests, sometimes with a few words and other times with an article to explain your dilemma. Other characteristics: encouraging—when, and only when, it was appropriate (no empty platitudes); this meant that you could trust what he said implicitly.

Sean also will work you as hard as you're willing to work. If it becomes clear that you're okay with good enough—he'll push some because that's his nature and his commitment to those who sign up for his courses. But when he sees that you're willing to roll up your sleeves and dig in Sean will be right there with you pushing you and pulling you and cheering you on to get the biggest win you're capable of.

And the cheering on piece, WOW.

How much fun it is to be celebrated by Sean. It really meant something when he did it because I always knew it was for real. There's nothing disingenuous doubt Sean. When you're off the mark, he'll let you know and when you're on it he'll emphatically let you know that too. That way when, and I do mean when (if you hang around and do the work, that is) Sean gives you a thumbs up or celebrates your work in one of the many ways he does, you'll absolutely know it's real. Plus because of the way Sean structures the learning his kudos are just confirmation because you'll already know within yourself that you've done good work.

Sean is also good about creating community..

Making it safe for learners to share feedback with one another, check out each others' work, give kudos. He makes the forum a true virtual “workshop.” I liken it to the notion where a bunch of artists are in the same space doing their individual work but occasionally take a moment to lift their heads up and comment on someone else's piece. Sean somehow makes the space that is intimate and familiar so everyone does their own work but cares equally

about the success of the other players. I wish I had made it into the cartooning course because I have such an image in my head of this I'd love to be able to create—oh well, next year for sure.

Bottom line, Sean is one of the very best teachers I've ever seen and had the pleasure of studying with. There is as much to learn about whatever the subject is he's teaching as there is to learn about the process of teaching and creating community. Pure mastery (Yes, I'm gushing).

My personal experience was definitely around punctuation.

Up until that point in the course, I was sailing along, doing pretty well. My work was thorough but not necessarily anything to write home about most of the time. Well, as Sean says, making mistakes is always the best way to learn—I guess I must have really been ready to learn because I made more mistakes than seemed humanly possible. I just couldn't get it right at first. I bombed on every single form of punctuation we worked with. But each time, I took the time to go back over the assignment and completely re-do it until figured it out. The good news is through making the mistakes and revising and making some more mistakes and revising some more, I finally got it and my work grew in leaps and bounds. Lesson: be willing to make mistakes—they truly are your best teachers.

Toward the end of the course we were given an assignment to go through the article archives at Psychotactics and rewrite a number of headlines.

This seemed unusual because we were being asked to “critique” the work of our teacher and to make it better. I'm not sure I've ever been told by a teacher, “Go look at my work and make it better.” The request displayed a very high degree of humility and trust which I thoroughly appreciated. Doing the exercise helped because it reminded me that we all have room to grow. It also helped because it showed me how much I had learned that I could spot headlines that could be improved upon and have a toolbox of options available to use to do so.

There are a number of things that are unique about this course.

But one that is unique not only to this course but to the Psychotactics way of teaching is the fact that Sean is “live.”

Being in an online environment with someone who is so hands on is phenomenal. Several of us even asked when Sean slept because it seemed regardless of when I, or other learners posted assignments or questions, Sean was always responding. I haven't had teachers in traditional (face-to-face) classes be as responsive as Sean was and I've never experienced that level of support in an online environment. Having Sean's constant presence strengthened my commitment to do my best work because I constantly saw Sean giving his best to all of us.

One of the best things about this course was all the ways of learning that were available.

In addition to extensive descriptions and examples of what to do with the assignments, we had additional learning opportunities through articles written by Sean—and occasionally other students. On top of those articles in a section called, “Sean's Random Rants” we also had an “Ask Sean” section where, as often as not, Sean's answer to a question would come in the form of another article. This left us never at a loss for things to learn. The best part of the articles was the stories Sean used to illustrate the concept he was talking about. These stories made whatever we were learning, or getting clarity about, more memorable.

All of this additional learning was helpful because it gave me plenty of support whenever I had questions. Yet another type of additional learning came in the form of interactions with the

others in the course—this was invaluable because it gave me other people’s perspective on how to approach the assignments. Each of these types of additional learning gave me deeper clarity and focus on the topic of headlines.

Hands down, my number one reason for recommending this course is you will know instantly if your headline is a winner—and what to do to tweak it if it’s not.

The ‘tiny increments’ approach was helpful to me because they made the assignments doable. Having just the tiniest of things to focus on during any given day/week made the course feel manageable. The tiny increments also built upon themselves so there was always the effect of the sum being greater than the individual increments themselves.

My toughest moment in the course was the week we began using punctuation.

No matter what I tried I initially just couldn’t get it. Fortunately, between coaching from Sean and other students and my dogged determination (aka stubbornness) plus several re-dos, I was able to finally figure out how to use punctuation effectively in my headlines. My biggest lesson from this was no matter how dismal the outlook keep forging ahead—success comes to those who persevere.

I’ve taken the Article Writing Course, the Uniqueness on-line course, the live Uniqueness course and the InDesign course. I also have a couple of self-study programs Sean offers. The primary reason I sign up for Psychotactics courses is I know they will be engaging, thorough and fun. The truth is, Sean could announce that he was planning on teaching a course on making fudge and I’d sign up because I know I would learn the topic and enjoy myself while doing so.

For someone new to a Psychotactics course I say this: Just do it.

If you’re thinking about signing up for a course go for it. If you put in the work, you will absolutely learn whatever the course is teaching plus a whole lot more.

Make time everyday—the best way to be successful is to make time each and every day to do the assignments. Doing them daily will give your brain time to work its way through the day’s learning and to integrate it. If at all possible, do your assignments first thing in the morning. This serves at least two purposes: getting them done so you’re not wasting energy knowing your course assignment isn’t done for the day and freeing you up to be able to give feedback to other members in your group and in other groups.

The personal benefit of this course for me was re-igniting my passion for writing. The course was also helpful because at some point during the course I got clarity about a new business I plan to launch and I was able to use the assignments to help me brainstorm.

I’m grateful to the course for getting me excited about writing again. Out of that excitement I’ve begun writing one of the many books I’ve been talking about for years. So far, I’ve completed a few chapters. So, one article, one headline, one sub-head at a time I plan to finish before the end of September. Who would have guessed a whole book could come out of a “simple” (honestly there was nothing “simple” about it) headline course.

Catherine Marechal—Italy



If you have the habit to download courses and show up when you have time, Sean's courses are not for you.

I take most of Sean's courses. Why? They are always well designed and Sean always update his teaching. It is not five years out of date teaching like you can find in the internet marketing and business training world. It is not either something just quickly put together to talk about the latest fad.

Sean's teaching is about in depth permanent elements that everyone needs to know to build a successful business.

The headline course may seem like a very small element to learn about, however you'll know how to write a good article, then you want to replace your duh headline with a zippy one.

That's can be done only if you understand the process behind good headlines. Then you are able to write curious headline. You can say good bye to all the offers of copywriters who propose headline swipe list. With Sean's guidance you learn small step by small step to get the elements of curious headlines.

The headline course with the Cartoon course are the most relaxed courses offered by Sean and they are fun too!

If you are freaked out because of the crazy load of work, in the headline course you do not need more than 1 hour to 1.30 a day, 5 times a week only. This includes the time to give comments and feedback to the other participants of your small sub-group.

Giving feedback or comments is important: it builds the relationships between the participants. And it forces you to do your assignment every day.

You know that your buddies are going to come to your post to see how you are doing. So you will want to have something for them to look at, even if you had a long day. And you will want to look at their work and comment or give feedback. When you give feedback you have to pay attention to what you are reading, so you learn more and integrate new learning elements faster.

Would I recommend Sean's course? Yes I do but only if you serious about learning and practicing.

With Sean, you have to work in the course. If you have the habit to download courses and show up when you have time, Sean's courses are not for you. Sean's courses require work, sometimes/often hard work. The headline course is 8 weeks, it is relatively easy to maintain the rhythm and amount of work. And at the end of the course, you will be amazed by the results you achieved, real lasting results.

If you are determine to really learn how to write article, headlines or sale copy, take Sean's courses. Period.

Chuck Gritton—Virginia, USA



I think the structure, sequencing and daily feedback make this course special. Just reading the material would not bring about the same learning as the process of reading it, seeing the output of other fellow students and then gaining the benefit of their feedback along with Sean's.

This is mundane but I wanted to learn more about writing headlines. I have studied other texts in the copywriting field on headline creation but I wasn't quite satisfied that I got it. I figured the chance to learn the system that Sean created and have editorial feedback was a great opportunity.

Before the Headline Course—I'd either make up a random headline or whatever hit me. Or I would mimic someone else's headline that I found interesting.

During the course, I started to feel the structure come together and I felt closer to the people in my group. Even though it's unlikely to happen, I feel like I could enjoy lunch with anyone of them and have a really enjoyable conversation.

I feel both a bit tired and sad about moving on. It's a mixed feeling. But I do exit the course with a much better sense of how to create and evaluate headlines.

I was very fortunate to have a fantastic group.

Everyone really participated and brought a great perspective to headline creation. It made a big difference to me in how the course felt. I should add that the group size was just about right for that feeling to develop. Perhaps one could have a few extra people but no more before it would be overwhelming.

It was great to see how others tackled assignments and then digested what they learned. I probably learned as much from others in my group as I did directly from Sean.

This course is a step-by-step mastery through practice and interaction method. It's like a one-room school house where other students are also often your instructors.

Sean is a fantastic teacher. He's got a great ability to break things down into small pieces so everyone can learn them. Then he's got the ability & willingness to give critical feedback that helps you master the topic. Finally, he's got the self-confidence to encourage and let other students become teachers in their own right. (He knows that one of the best ways students learn is by teaching themselves.)

I think my biggest ah-hah was realizing that virtually any unknown term could provide an angle for a headline (or story). That was a very special learning for me.

Certainly the process of group learning and feedback was critical.

Also, it did help that each of us documented our learnings every week. Reading what other people learned did help me.

I think the structure, sequencing and daily feedback make this course special.

Just reading the material would not bring about the same learning as the process of reading it, seeing the output of other fellow students and then gaining the benefit of their feedback along with Sean's.

They helped add color to a particular part of the course. Also, they were often inspired by common mistakes or questions Sean got and so that amplified their usefulness.

For someone wanting to actually learn by doing rather than just read a book on headlines, this course is the best I'm aware of.

I have also taken part of the Psychotactics cartooning course that was absolutely fantastic. I still remember the core elements and it changed how I look at drawings. Sean is an outstanding teacher.

Be active in your small groups. The time you invest will pay back many fold.

I feel much more competent at writing headlines now.

Anyway, it is a great course and thanks, Sean, for putting it together. Also, thanks to my fellow Outrageous Oranges for being so great as fellow students!

Cornelia Luethi—Auckland, NZ



The uniqueness of this course is in how the gradual increments make the headline writing process automatic.

I wanted to learn how to write clickable headlines... and learn what components make a headline clickable.

Before the course began, my headline writing method was haphazard. I'd usually brainstorm headline ideas, but still they didn't seem as sharp and as enticing as I'd hoped. It was really frustrating me!

Mid-way into the course - much to my surprise - the headline writing became automatic! (gasp! shock!)

Now that the course is over, I feel much more confident in writing headlines. I know what makes a good headline. *grins*

Working in a group makes a big difference.

Because sometimes there are stumbling blocks, and seeing how other people tackle things keeps you motivated and inspired. What other people are learning becomes your own learning; it is sooo much more powerful than working in isolation.

Posting in the forum keeps you accountable.

You just want to show up each day and work on the assignments. That's really important, especially when a course is eight weeks long. It keeps you motivated.

The course is taught in tiny, easy-to-swallow increments. No scary instructions. No huge mountains to climb - just a series of very do-able baby-steps.

Sean is a great teacher; very insightful. He is generous with sharing his knowledge and answering specific questions. He very obviously cares about everyone on the course, and will work as hard as you do to make sure you "get it".

The moment when everything started 'clicking' for me was when I did some 'before and after' exercises on the headlines on my website.

Wowee, what a difference the before and after made!

The gradual learning increments are definitely unusual. You do wonder at times where it's going: they key is to trust Sean, because he's definitely got the path mapped out for you.

Working in small groups online is also unusual - but very good.

There's so much you can learn from other people's work, and it gives a nice camaraderie too. And it's neat working with people the world over, it gives you a different perspective.

The uniqueness of this course is in how the gradual increments make the headline writing process automatic.

How amazing is that: the headline writing becomes automatic with minimal effort! The additional learning via “Sean’s rants” gave useful extra insights.

I’d recommend this course because it makes you a headline writing ninja!

The tiny increments made the learning effortless. What’s not to love about effortless learning?!

Some of the punctuation-based headlines were tricky. I worked my way through it by (a) seeing how my classmates were handling it, for a bit of creative inspiration, and (b) just keep writing. Write write write, and thou shalt achieve thine goal!

I’ve previously done the Article Writing Course and Cartooning Course, and I’m currently doing the InDesign for Ebooks course too.

All of the Psychotactics courses are awesome! Sean’s teaching methodology is nice and consistent across all the courses, and I love how he keeps improving each course. (Ooh, you lucky people reading this testimonial - when you do the course it will be even better!)

Sign up now! You’ll be kicking yourself if you don’t. Then make sure you show up every day - that’s important - and work in a helpful, collaborative manner with your groups.

It’s given me the confidence I was looking for in headline writing.

I’d just like to thank Sean for this fabulous course. I’ve loved every week of it, and am kinda sad it’s over! (I guess I can engross myself in the InDesign course now!)

Francesco Tinti—Soci (AR), Italy



The best experience was entering the forum for the first time. When I saw the Karate Kid videos, I realized how the course would be conducted.

I previously purchased the homestudy versions of infoproducts and article writing. I should have been in London for the uniqueness seminar but I couldn't be there for an unexpected and urgent work. So according to the fact that usually in August I have more free time, I decide to follow this course to learn from Sean.

Reading point of views different from mine is a great point to learning, thinking and collating.

And of course I got a lot of ideas about things that I didn't know, for example reading outlines of topics and subtopics or giving a look at headlines written by the other participants of the group.

The course is so well structured and asynchronous that a forum is the best form to do this.

I know really well the world of forums because I am moderator in one of the biggest forums about web marketing in Italy. So I just knew how a forum helps learning and aspects like the organization in threads and posts. What I really liked is the use of the forum for the course.

The teaching methodology is fantastic. First of all the daily assignments setup in your mind that you have a constant appointment with your learning.

Then the exercises are not so simple. But not so hard either—you can easily learn and follow the course without breaking your work or sacrificing other activities for the day.

Sean's methodology is so effective that I decided to use it for my courses about AdWords.

The best experience is that week after week we did the same thing ('writing headlines') adding something more.

A good way to learn because you're doing the same thing not in one way, but in a multiplicity of ways, maintaining the same basic principles as solid groundworks.

The best experience was entering the forum for the first time.

When I saw the Karate Kid videos, I realized how the course would be conducted.

The uniqueness of the headline course is not the course itself but the methodology behind the course. In the headlines course the Psychotactics tiny increments element is materialized.

Reading the point of view of a marketing expert like Sean is always a moment of deeper learning. Reading the rants, the lounge and other random posts incriminated knowledge about the weekly assignments and usually gave a direction to follow up.

The tiny increments are the best 'secret' of marketing and self-improvement.

I did other courses in homestudy version, this is the first course online I followed with Sean.

I purchased and followed about \$100,000 of courses, seminars, and digital products in the latest 5 years and no one has been so effective as Psychotactics courses.

First of all it helps me be more focused and disciplined. Then I am more fluent in writing headlines (and reading/understanding headlines written by others).

Hans Lund—MN, USA



I now know that effective headlines prepare readers with high expectations for what they are about to read, rather than cajole them into reading something they're not really interested in!

I joined the Headline Course to learn to write headlines that captivate readers and draw them into my articles.

I reserved serious headline creation, using copywriting techniques, more for sales letters than blog posts. Little did I know, the skill of writing headlines is much more useful for posts, because headlines are most effective when they are utilitarian, rather than highfalutin.

I now know that effective headlines prepare readers with high expectations for what they are about to read, rather than cajole them into reading something they're not really interested in!

I stopped trying to intellectualize the idea of headline effectiveness and yielded to the practice of simply waxing on and off.

I wanted to understand how headlines worked before I had even experienced writing them! Wow! The lesson, here, is that there's really no substitute for experience--for making my neurology experience the practice of headline-writing firsthand. The practice is tedious. But the payoff is worth it.

I feel confident about writing headlines, not only because I've written hundreds of them, but because I now have a quick, little checklist for writing them. That's awesome!

Dividing the class into smaller groups was brilliant

The last online course I took consisted of one large group of 30 students. And, apparently, each was expected to interact with the other 29! Ugh! This course was different we had sub-groups.

Everyone in the class was highly motivated to learn the subject matter, and everyone was awesome in responding to the work of others. The learning experience was a rousing success, in my opinion.

Sean is a superb teacher/facilitator/guide, and I hope he continues to offer courses for a good, long time!

He knows when to push, when to hold back, and when it's time for the baby birdie to leave the nest. He even realizes the importance of feedback.

My personal aha! occurred when I realized how headline writing fits into my overall process of generating article ideas.

Little did I know that the isolated act of writing headlines would have such an impact on this overall process. Hurrah!

The one big teaching method is the tedium of doing one thing over and over...for an entire week! Tedious? Perhaps. Rewarding? Definitely. I don't think there's any other way around this.

The uniqueness of the course can be summed up in one word: Sean.

His approach to teaching is unique, and his responsiveness to students' work is outdone by no other. His attention to the course didn't wane over the entire 8 weeks!

The intermittent rants were nice. They helped to focus on recurring difficulties and problems.

The course is very worthwhile. Think about it. If you spend a substantial amount of time to write a blog post (say, an hour), wouldn't you want to try to attract the greatest readership possible?

...wait...I'm thinking...ah...yeah! So honing one's headline-writing skills is a no-brainer. And it's a skill that'll last a lifetime. Need I say more?

Tiny increments definitely help. For one thing, I was never overwhelmed. I was able to simply focus on the task at hand and master it, before moving on to the next step.

The toughest moment was probably making enough time for the assignments.

I overcame it by front-loading the work on Sunday, by doing one- or two-days worth of work for the upcoming week.

Do yourself a favor. Take the course. You'll thank yourself. The knowledge I have now will pay immense dividends for many years to come!

Just that this is truly a wonderful, worthwhile course. I hope that Sean continues to improve it and offer it for many years to come!

Heather Clark—MO, USA



I realized that part of my marketing “issues” stemmed from me lacking confidence. When I realized how I could more effectively and clearly communicate with my audience and then practiced it with feedback, I feel like I’ve gained confidence. Nice bonus.

My primary reason for taking this course was to write headlines for my blog, ebooks, book chapters, etc. that piqued the interest of readers. My goal for the headlines is to pull people in to read the material and to (eventually) consume the services.

Before taking this course, I would agonize over a headline and still not come up with anything very compelling. I knew I wasn’t making a compelling case with the headline, but only once in a while would I stumble into something better.

Midway through the course it suddenly got harder for me.

I’m not sure if it was because we switched to work headlines or because the work was actually harder, though. For me, the challenge probably stemmed mostly from not being clear about my marketing, so I found it tough to write headlines. As the course progressed, writing dozens (hundreds?) of work related headlines and getting great feedback really helped me to focus and sharpen my message.

I am much more confident about my headline writing, and dread writing them much less than before. In fact, I have started to use elements of what I’ve learned with clients and while networking. It’s nice to be able to get someone’s attention and pique their interest in just a sentence.

What a fantastic group! I simply could not have made the progress I’ve made without them.

It is a rare and precious thing when someone gives you honest feedback, and because of the group’s feedback I was able to finally see why I wasn’t communicating clearly with potential clients. Everyone was genuinely interested in learning and helping everyone else learn. Working in this group has been a delight.

I enjoyed the forum partly because since the participants are spread all over the globe, people would comment and post at different times.

That way when I had snippets of time throughout the day to read what everyone else was up to, there was always something fresh to read.

The bigger reason for the forum being of benefit was that not only did I enjoy reading and learning from everyone else, I was being held accountable. Committing to posting daily can seem overwhelming when you’re busy, but I knew that if I didn’t get onto the forum not only would I be shortchanging my experience, I would be affecting the learning of others as well.

You are not left behind if you don’t understand something.

Nothing is thrown at you that you can’t handle, because you picked up the tools you needed

during the previous days and weeks. If everything were taught in this manner then the world would be a better (and better educated) place.

I very much enjoyed Sean's teaching style.

I like that he brings a sense of fun to the class, and spends a GREAT DEAL of time reading and commenting on everyone's posts.

And pointing out the work of people in other groups so we could all benefit from the learning.

I had an "AHA!" moment when working on specific headlines. Finally, understanding thundered upon me--I wasn't being clear at all and was using language that was way too jargon intensive. Once I finally saw this, I learned to be much more clear.

Also, the experience of reading headlines about industries I know nothing about was very valuable for me.

I appreciated the experience of not knowing much about something and then judging how curious I was about the headline.

My favorite part was coming up with unknown terms unrelated to business--a very creative exercise. I found that I was loosened up after that and had a much more creative headline session. My second favorite was the topics/subtopics exercise which inspired a couple of blog posts.

It's like baking a cake by being given one ingredient per day. I liked the new perspective offered, and that if someone had a dissenting opinion it was respected and both points of view were examined.

It is a short course in clarity of communication, and has helped me tremendously.

I feel like I not only really understand what goes into a good headline, but that I can write a good headline about anything.

If it weren't for the tiny increments I likely would have put off the work, gotten behind, and not gotten much out of it. The Toughest moment was realizing I should be able to write 10 headlines in 10 minutes. I am in the process of overcoming this, and applying Sean's 70% principle to not only headlines but everything else (this, too is an incremental learning process).

I have not done other Psychotactics courses, but plan to very soon. The format, teaching style, and independent learning with group input really suits my learning style.

Don't hesitate--whip out that credit card!

Seriously, in proportion to the value gained, the financial and time investment is small.

I realized that part of my marketing "issues" stemmed from me lacking confidence. When I realized how I could more effectively and clearly communicate with my audience and then practiced it with feedback, I feel like I've gained confidence. Nice bonus.

I have enjoyed this class beyond all of my expectations. I am part of 5000BC, so I had some idea that this course would be different than other courses, but the experience blew me away. I wish every course could be like this.

Jeremy Bradshaw—UK



They say that you only really learn from your mistakes. The forum allows you to make those mistakes in a safe environment where you will not feel like a fool.

Headlines are very important to form your marketing, although I have read some of the material in a book, I wanted to practise and to get feedback.

The way I use to write headlines was to pick either the biggest objection or the biggest benefit and be completely logical.

My headlines now have more variety and curiosity to them. Getting grips with random thoughts/words to create knew and new was a big step forward for me.

Being part of a group, kept me honest, kept me turning up and doing the work.

Seeing other people's work fed ideas back into mine, which improved my understanding of the concepts. It also helped enormously when confronted with a new task to see examples.

They say that you only really learn from your mistakes.

The forum allows you to make those mistakes in a safe environment where you will not feel like a fool. So you will try new things and ideas that you would not have tried in a class room setting.

The Forum approach to learning allows you practise and apply what you have learned but critically gives you individual feedback to what is working and what is not. It is the group interaction and encouragement that keeps you motivated when things get tough.

A small step by step approach is taken to learning with lots of practise in between, so that you become fully conversant with the material.

This enables you to understand and apply your learning to real life situations and view the work of others will inspire greater performance in yourself. Sean is patient, very patient. He doesn't tell you directly the answer all the time, but guides you to try and discover it yourself.

I would say this is the closet you will get to a classroom experience online, with the added bonus that you can review all your classmates work as well. There are many features that you could say are unique, but I had to single one of them out it would be guide practise with real world examples. You think you understand something only to find that somebody else to take a different view point on it. This then broadens your understanding. In seeing other work as well as Sean.

If you want to get proficient quickly in headline writing then absolutely take the course, but it is not for the faint hearted, it does require daily work and commitment.

Getting the foundations strong is fundamental to learning, so little increments help cement the learning quicker then taking big strides. I have become more detailed and specific in my writing. You will only get what you put into it, so be prepared to work hard and turn up everyday. I enjoyed the course and learned a lot more about marketing, and the journey continues for mastery.

Mani Lal—California, USA



Simplicity. Yup that's one word I would use to describe the course. This course is designed and set up in such a way that failure is not an option.

I wanted to learn how to construct headlines. Headlines that would be noticed by my audience. And I wanted to learn the methodology of creating great headlines from start to finish.

I am confident that in my line of work, I will be able to write pretty darn attractive headlines.

From construction to auditing—I am able to see if the headline is missing any elements or if it is heading in the same direction. I am also able to tell if the headline is too long and I know now to fix it.

There is this proud feeling that we will cherish this skill for rest of our lives.

I only found towards the end of the course how vital it is to interact with your group from day 1.

This is one area that I did not take advantage of. There is a lot of potential to learn from others mistakes and achievements. This is only possible by mingling with your group right from the start.

The forum was great. It helped us to identify our mistakes. And how to fix those mistakes.

When we got a little off track, team members were there to nudge you along. When you accomplished something and did a great a job, your work is flagged. It's letting you know that you are on track. It makes you feel good and wanting you to go the next level.

Simplicity. Yup that's one word I would use to describe the course.

If something is simple then it is not complicated. Well it's not hard to figure that out, right?

During the first few weeks in the course there is this feeling that you are actually not doing the course. You may ask how this is possible. The answer is very simple, yes simple. Imagine you are attempting a new project and this big obstacle is staring right into your face at the start. What are you going to do? Well you are stuck and you are not moving forward at all. Your brain freezes and it can't find a way out.

With the Headline course in the first few weeks you get to do your own stuff...like picking your own Topics (you can go bananas if you want...like Mouse Trap.) Then you let your brain on a wild ride and in no time you have 100 or so Sub Topics.

You build your momentum with these simple steps and move forward.

Things you learn in week one builds on that learning the following week. You build your

knowledge with tiny increments everyday and every week. This lets you to settle down and relax. Then things start to flow smoothly, next thing you know the course is over.

Sean uses very simple steps to make a point across. He is available in the forum all the time, you wonder if he ever leaves the forum.

If you are doing something right, he will let you know you are on the right track and vice versa. If you are going off track, he'll show you where the mistake is and how to fix it. He will go the extra length to make sure the problem is fixed, it's done with plenty of examples.

After I learned adding specifics to headlines, I thought I understood the concept.

We wrote a lot of headlines with specifics knowing we have got it right. But that was not the case, a lot of them were still vague. They were not pointing to any one situation in particular. After I was corrected on those mistakes, it became very clear how to hone in on specifics that were no longer vague.

At the end of every week everybody had to write what they have learned during the week.

You think you have everything over your head. Once you start putting that down on paper, you realize that you are missing some of the stuff you learned during the week. This forces you to go back and go over your whole weeks work. In fact it does two things. It lets you revise your work and this reinforces your whole weeks learning.

Some of the topics we learned during the week were explained in detail. It went one step further to describe the concept which cemented the learning.

I had little to no exposure when it came to constructing headlines.

I think if I can go from the start to the end of the course, than anybody can do it. This course is designed and set up in such a way that failure is not an option. Provided you do what you are told to do and you are just going to be fine.

Showing up everyday and doing your part is the backbone of this course.

Not showing up has an adverse effect on your learning curve. One biggest advantage of this course is that you are never alone. There are your team members, other team members and of course Sean to nudge you, help you, correct you, encourage you, motivate you along the way.

The small increments made a huge difference. The brain was never overloaded with information. We learned small bits everyday and that small portion of learning soaked in pretty well.

Midway through the course, I struggled with one of the topic. My output was going down.

I could not come up with the required amount of work everyday. There was this feeling of uneasiness. Few days I didn't feel like posting my work or showing up. I was looking forward for the week to go by ASAP. (Since then I have learned that this is not the best option to overcome this set back.)

Despite this hiccup, I posted everyday what I could.

I was determined from the start that I was going to finish this course, no matter what. And I did. I was not gonna let one little obstacle to be in the way from achieving what I set out to do.

This was my first course with Psychotactics. I will not hesitate to take another course. I am pretty sure the results and the outcome of this course will be no different for any other course.

If you ever decided to take a Psychotactics course :

- a) Make sure you show up everyday
- b) Give your best shot to do whatever has to be done on a daily basis
- c) If you ever get stuck never hesitate to ask for help
- d) There is a lot to learn from other team members
- e) Try to interact with your team members right from the start
- f) Be prepared to take “good criticism” when going off track
- g) Make maximum use of the forum.

I had no knowledge about headlines when I entered the course. Things have changed dramatically in the last eight weeks.

Not only I can write headlines but also distinguish a flat boring headline from headlines that will get noticed. I have acquired this skill and know that I will be using it for a long time from now.

By doing this course couple of doubts have been cleared. First the nagging feeling of -if this headline could have been written better. Secondly whether this headline is going to work or not.

I am very glad that I got an opportunity to do this course.

Mark Gane—Invercargill, NZ



Sean has a system of teaching which mixes serious learning with a bit of fun.

I read many articles not only in the cave but also in a national paper. Sean's interesting headlines drew me into reading his articles, but I did not know why. I now know.

I knew I was learning in a way that I have never learnt before.

Being in a supportive group makes you feel you do not want to let them down. I now know so much more about curious headlines, general writing and the vast knowledge of topics. I have breached my comfort zone.

The group was very supportive. The more you put in, the more you get back.

A group of six was ideal for me to read their material, understand where they were coming from and paste a succinct comment that did not offend.

Never had I experienced a forum before so it was a huge learning curve.

After a couple of weeks I felt connected to like minded people. The motivation was there to keep going and Sean was the experienced overlord who felt my pain.

Firstly you get a whole of readings to do way before the course starts.

You get to work your way around the forum and learn any unknown computer skills. FAQs are available for most questions. However Sean was available to answer some pretty basics questions that I had.

You introduce yourself by way of some basic questions to all the forum members. You sort of feel that you are in together with this. There is no large readings to comprehend, but daily exercises to reinforce the incremental steps on the way.

The learning was layer upon layer which I found very easy to follow.

Sean has a system of teaching which mixes serious learning with a bit of fun. You know that he is reading all the members assignments properly everything and can put us back on the right track if necessary. Feed back from Sean is so invaluable.

Sean's rants are important as this gives expansion to the days topics and analysis to what is happening.

The sheer amount of knowledge that Sean has and the willingness to share with us is amazing. If you want to learn about writing headlines, or simply improve your headline writing skills, I could not imagine an online course like this one.

Too much information at once sort of overwhelms but small increments well practised makes it a lot easier. You can focus one small area at a time. And this is how we learned. Make sure you have the time and identify your best working and learning hours. Thank you—to the Group I was with and to you Sean. The 8 weeks went quickly.

Matthew Parker—Wiltshire, UK



This course WILL improve your click through rates after just seven weeks

Why this course WILL improve your click through rates after just seven weeks.? I had already taken Sean's excellent article writing course. And he had covered headlines in some detail on the course. So, in theory, I knew everything that I needed to know about headlines.

Did I really need another course on headlines?

But two things kept nagging me. Firstly, those who had already been on the headline course when they took the article writing course turned out headlines that were waaay better than mine. And secondly, I really needed to improve my click through rates for my articles.

And after just seven weeks, my click through rates did improve.

When I used my first headline for real at the end of the course, the results were noticeable. I ended up with significantly more sign-ups to my list that week.

You may not think that you can create headlines according to a system. But you can.

The headline course has given me an excellent system of building blocks. These building blocks allow me to create compelling headlines easily.

Sean's system really works.

But Sean wasn't the only person who taught me.

The forum system meant that I learned loads off the other participants too. And that meant that I got a lot of really useful feedback and improved far more than if I just had feedback from Sean.

The headline course has also given me a system for creating topics. If I ever get stuck again I know that I can create a whole year's worth of blog topics in under an hour.

And I liked the fact that all this learning wasn't a serious time suck.

In fact I even managed to do week of the course while on holiday. And nobody got mad at me for hiding myself away for hours to study each day.

Sean doesn't run this course very often. So next time he does, make sure you sign up.

If you need headlines in your business you will definitely benefit hugely from this course. And it's also a course where you'll have a lot of fun.

Philip Riggs—Fort Collins, USA



I never felt overwhelmed, and when I get overwhelmed I feel like giving up. So tiny increments kept me engaged and improving.

I'd seen how a good headline can really attract me into reading an article, and a bad headline can cause me to instantly delete an email. I want to be one of those who's articles get read.

I had no confidence or understanding between a good headline and a bad one. I did try to stick to the one-thought and give them direction, but I was definitely lacking in understanding of punctuation. I really needed practice with knowns and unknowns.

Actually, I really didn't notice a big change. It was a series of small, incremental steps that accumulated.

Now I am much more confident about my headlines, not lost at all, and able to audit my headlines to see if they are curious, and if not, why. I can also pull out knowns and unknowns much, much easier.

I did enjoy when we loosened up and had fun with each other.

The bantering really helped add interest in feedback. And it did help when we each had expectations for one another to show, to prod each other, and to encourage and support each other.

I like the small groups. It makes me feel comfortable and builds up bonds that really help me keep working.

Accountability—It's like a guilt monster for me. If I don't post my assignment, I feel guilty. It nags away at me until I can get it done. So, it helped establish a deadline to get my assignment posted by the end of the night.

The biggest benefits was —Incremental steps that build good habits.

You don't even notice really that you are developing them. While Sean is there guiding, the student is also helped by the feedback from group members.

That Sean ... I don't know about him. He guides and illuminates instead of doing the info dump.

I think he is effective in that, in the courses I've taken, he is focused more on building habits than building cognitive understanding (although the cognitive understanding comes along with the habits.)

The biggest experience for me was the mistakes week.

I found it hard to break the habits we had been developing. I realized that a lot of what we had learned had become instinctive. I hadn't expected that.

The focus on forum interaction.

I've been through courses where I only interacted with the teacher, and courses where the students would post to the forum without much presence from the teacher. In Psychotactics courses, the forum is both the classroom for learning, and the hallway for hanging out.

Focused on habit-building instead of cognitive understanding. If you take a course (and I've taken lots of them) focused on helping you understand things, it may or may not lead to you actually doing it. But habits are instilled and hard to break. Plus, they don't require any effort to use, they just happen.

The rants are different. I doubt many people would put in the effort to create so much additional teaching material.

The rants shed light on things I struggled with. I like the rants because they are so focused and immediate in their application. To me, the standard materials are like the text book, the rants are like the lecture/discussion that makes the text book understandable.

It builds the habit of creating good headlines. You finish being much more able to understand why some headlines work and others don't, and creates the foundation for more improvement through practice.

I never felt overwhelmed, and when I get overwhelmed I feel like giving up. So tiny increments kept me engaged and improving.

More than that, most of us are busy and doing this course on the side. The tiny increments makes it easier to fit into a busy lifestyle.

When one of my entire exercises was wrong (Week 5 Punctuation: the Em-dash). I accepted it as a learning opportunity and redid the exercise, and got the point. In fact, without that mistake I wouldn't have understood the difference.

I want to do the copywriting course in the future, and will consider any others offered.

For me, these courses build skill, not just knowledge. That makes all the difference for using it in the future.

I liked this course because it was short and very focused.

Stephan Gombis—Chicago, USA



Information is everywhere, but learning skills in a course is unique to Psychotactics.

I thought my article writing were coming along well, but I didn't think my headlines packed as much punch as I wanted them to. Well, I did try to make it a problem-based headline with How and Why, but I didn't have the tools and options I'm now aware of.

About midway through the course I started having more fun exploring different headline tools like brackets, colons, em-dashes and question marks.

After doing the week of mistakes on purpose I became much more confident in what I was doing.

Getting encouraged by the group was really helpful to continue.

And on the days when I was late in posting, I had group members who were on me to get my assignment done. It was also really helpful to see their successes and mistakes. I learned a lot from reading their posts.

The forum helped because it gave me the ability to look at what other people were doing. How they engaged the material, what they were learning, etc... The rants were helpful as well. They gave insights to the process each step of the way.

The course is taught in a step by step manner. The assignments break down the elements of writing a good headline and have you focus on each little part one at a time.

Every assignment builds off of the assignment before. And practice is at the center of the course. The more headlines you write within the structure, the more improvement you see.

Sean's a great teacher. He designs his courses in brain-friendly ways. He understands resistance and how to overcome it.

The forum helps students learn from each other as well as get feedback from Sean. Sean's articles on each course provide answers to frequently asked questions. Sean holds his students to a high standard. He expects students to work hard and help each other out. This helps everyone go further than they would by themselves.

The week of mistakes was a great personal experience for me. I enjoyed writing headlines wrong on purpose to make my many weeks of learning more concrete in my mind.

It was unusual to write the same headline starting with why and then with how. It was also unusual to spend a week purposely making headline mistakes. But these exercises were greatly helpful to my learning.

For me the uniqueness is making headlines into a science first and then into an art.

Learning rules, options and tools to work within and then learning how to break them when needed.

About The Rants—The rants were timely voices to questions I was having as I went through the course. It was like Sean was reading my mind and giving me a response without me having to ask. The rants were a very helpful part of my learning. Particularly the article on why I might not be having fun. After reading the article, I started having more fun with the assignments.

I would recommend this course to someone who needed to improve their readership, sales letters or website content.

The course teaches you the rules of attraction and helps you develop the skills to execute too.

The tiny increments made the learning more manageable. If we had to learn several elements all at once I'd probably have learned less than half of what I did. 'Tiny increments' was really important and I'm glad the course was run this way.

The toughest moment was in the first few weeks when we were assigned the task of coming up with unknown terms.

And lots of them. It took a while and my mind became tired quickly. I overcame it by reminding myself that learning this skill was important to me and then got down to business.

Copy writing, Article writing, Uniqueness, Headlines, Cartooning and InDesign. I keep signing up because I'm learning skills that help me in my business.

Information is everywhere, but learning skills in a course is unique to Psychotactics.

Make sure you take advantage of the posts your group members write. You can learn a lot from their assignments and the feedback they are getting from Sean. I didn't start doing this until a couple of weeks in. It helped me improve my own headlines a lot.

Well I'm just about to start writing another sales letter for my business. So the headlining skills will be key in helping me attract more customers with the headline and the feature and benefit bullets.

Thanks for another great course Sean. I've learned a lot from you. Not just from the assignments in your courses, but how you run your business, treat your customers, organize your processes and lead by example.

Sue Elliot—California, USA



Most courses are fact filled serious things indeed. Not so here. Because there was this fun element it loosened up the brain and probably helped us learn quickly.

My primary reason for signing up, was my husband's insistence. I really didn't want to take another course. I figured what else could I learn?

Before this course began I would write my article then proceed to figure out a headline. 99% of the time it was a basic headline with no curiosity, heck I didn't even think it was that important. I thought to myself, "I'll go back sometime later and fix it".

It never happened.

Midway through the course I began to see how important headlines were and really how easy they were to create once I knew the basics.

I'm so glad I took this course! I now have confidence that I can write attention grabbing headlines with a number of tools to write them, too.

I took the home study Article Writing Course and so was not sure how group dynamics would work.

It was very nice. There was some group feedback that was helpful. Most importantly I saw how my group approached writing headlines and unknown terms. Helpful? Yes, indeed.

The forum helped because you could see how others wrote headlines or that they saw things differently which increased your learning. I wasn't good at unknown terms but others in the group were and I learned from them. Valuable is a good word. There was value in seeing other headlines including the mistakes we were all making.

Sean teaching method is unique—I think.

He ease into things slowly. There is no rush to get to the next assignment. Creating all those headlines and using different punctuation makes learning stick.

Sean is a great teacher. He obviously cares for his students. If you aren't doing things right, he lets you know so you can correct your mistakes. He doesn't strike me as someone that is going to let things slide. His goal is to get us to be excellent at headline creating.

The moment Sean said we wouldn't forget how to write headlines, that it's like walking, was a relief. It means I'll carry this info with me whenever I'm writing headlines.

The fun factor was truly unique.

Most courses are fact filled serious things indeed. Not so here. Because there was this fun element it loosened up the brain and probably helped us learn quickly.

I think the uniqueness is it's a fun course but you learn anyway. Who ever heard of purposely creating nonsense headlines? Or making headlines so boring that you learn in the process what mistakes to avoid?

I loved the rants!

Yes, you do the work on the course and you think, "OK, that's good learning", but "the rants" give you additional info that you didn't think of, or reasons why this is happening to you. It's just great additional learning.

I would highly recommend this course because you will leave knowing how to and what elements are needed to create great headlines.

I would also say it did not take a lot of time. Definitely do-able time frame wise.

Tiny increments make it easy to complete assignments because you do have a life outside of headline creating. It also helps you remember the various elements needed to create headlines.

It makes it unforgettable.

My toughest moment was when I gave up trying to write unknown words.

It just didn't seem to fit my business. I decided to forget about it. Then, when reading other members headlines, their unknown phrases made sense. It gave me the confidence to try my hand at it again and I think I came up with some satisfying terms.

I took the home study Article Writing Course several months ago. Should other courses appear, I'd definitely consider taking some. There's so much value you get with Sean's courses!

I'd say by all means take the headline course. This course will make headline writing automatic. It's really the icing on the cake.

I'd say I've become confident in headline creating. I know what makes a good headline. I'm not wondering anymore.

Thank you, Sean, very much!

Sue Davis—Kent, UK



Glad I got to the end! I can now recognise a good (and bad) headline and write good ones pretty quickly.

I took this course for a reason—I need to write articles and presentations and as 80% of capturing the readers attention is in the headline, I felt I needed to work on that aspect in detail.

I used to just write a few words that covered the gist of what I was about to write about before cracking on with the article. I have to confess to not having given it much (any) thought previously, other than what I need to consider for SEO purposes.

We had lots of fun making up topics, sub topics, unknown terms and the like and there was a lot of non business related headlines with monkeys, cupcakes and dinosaurs in. About mid-way we focused only on business related headlines.

Glad I got to the end! (a couple of times I struggled with no internet access and I had to make time in a very busy life to fit it in). The other (main) reason I am glad is that I can now recognise a good (and bad) headline and write good ones pretty quickly.

Quite frankly without the group I would not have made such a strong effort to attend every day.

I understand the learning should happen daily but when it was tough the instinct may have been that I would catch up at the weekend. Having a group meant I wanted to be there for them so I could support them (and receive their support). They were all lovely people and I am delighted to have ‘met’ them.

The forum helped as it was a central place where everyone was learning. I learned from other peoples mistakes and they learned from mine. It is also a place I can go back to review any of the work.

This course is taught in steps.

The structure and writing of a headline is broken down into manageable elements and as you learn each one they build on each other to a complete system of writing any type of headline. You also learn to critique other peoples work which adds to the learning.

Sean really knows his stuff. He gives loads of examples and I get the impression that he finds it easy to write good headlines. He gives specific, useful feedback (in particular once we get onto the more serious business headlines). Not once did I have cause to question the expertise.

It was unusual to start with watching a video of the Karate Kid but it explained simply about the desirable need to accept the methodology for best learning.

This way I easily accepted that I followed the instructions and kept practising and practising. The method works and by not questioning it I found the course smoother.

The uniqueness is—The Methodology

I haven't done other courses like this but what feels unique about this course is the way the elements are broken down, the methods of encouraging practising and the groups on the forum. To 'pick one' I would have to summarise this as the methodology.

The rants and other additional sections such as 'Ask Sean' supported learning

Because questions that were arising from our groups were being answered in full and there was an opportunity to ask Sean absolutely anything. This created a great resource in it's own right.

I would recommend this course because it is broken down into manageable 'bite sized' pieces that can fit into a busy life with the output of an expertise in writing headlines at the end of it.

It meant I didn't have to get my head around too much at once.

Over a couple of days I was driving all day and staying away with no internet access so I couldn't post my work. I overcame this by giving my partner a notepad and pen and he read out the assignment and wrote my answers which I typed in when I next had access. On the days I didn't have time to do the work I stayed up later!

I have done the face to face Uniqueness course and have just purchased the self-taught Storytelling mini-series. I am also considering the Outlining 'book'. I have no doubt about the quality of the courses it is just that until now I had not spent my own money on courses or books for that matter (the library and second hand books have sufficed for many years). I am slightly surprised at myself how readily I consider spending these sort of amounts on virtual books. The content must be good!

Make the time to finish the course and don't take it too seriously at the beginning (think cup cakes, dinosaurs and bananas)

I am just starting to write some papers on Internet Marketing and am finding the headline part of it much easier but it is also helping with snippets for exhibition brochures and posters.

Thank you and see you on the next one.

Tom Clifford—Connecticut, USA



The uniqueness of this course is having a “precise toolkit” to take the guesswork out of writing killer headlines—every time.

I wanted to sharpen my ability to write crisp, attention-getting headlines for clients. I knew this course would take my headline writing skills to the next level.

I would write many headlines after writing an article; it was a matter of brainstorming lots of possibilities. Eventually one would “pop.”

Things clicked mid-way into the course. The system of writing headlines became clearer and clearer.

There was a specific process and a list of ingredients to use. Using them became fun because you could see the results right away.

I feel 100% confident I can write a curious, relevant, attention-getting headline for anyone.

The group is the heart and soul of the course.

We know what happens when we try things alone; they often fail. The power of the group keeps one moving and feeling inspired every day. The feedback of the group is the other benefit; you’re not working in isolation. Your desire to learn naturally increases with the help of others.

The forum helped because it’s almost like working “live” with others in a classroom.

Where it helped? Everywhere; in receiving feedback, giving feedback to others, asking questions to Sean for further clarity, receiving assignments and reading Sean’s rants for additional learning.

The course is taught in “layers.”

You start on day one with a simple assignment. Day two adds to day one. Bit by bit, you’re writing and building on each day. Before you know it, it’s the end of week one. Then it’s week five and things are clicking like magic. By the eighth week, you feel like you’ve mastered the content.

This is my third course with Sean and his approach to teaching topics is unique.

Most teachers just teach you how to construct—how to do something. Sean makes you construct and deconstruct; analyze and improve. Sean is also always available for any question you have. It doesn’t even matter if it’s off-topic; he’ll answer it. Other teachers have “office hours” or may be difficult to approach—not so with Sean.

The week of using different punctuation was the highlight of the course for me. It magically pulled the foundation of the first four weeks into clarity. Using different forms of punctuation is the “magic toolkit” you need to write killer headlines.

Humor is a big component of the course.

Using humor in the assignments not only makes the work fun but it loosens up your writing and creativity. Teaching topics is usually done using “normal” and “conventional” techniques. But using unconventional teaching methods increase your learning (while having a good laugh at the same time).

The uniqueness of this course is having a “precise toolkit” to take the guesswork out of writing killer headlines—every time.

If you tried to fix a flat tire with kitchen utensils, you’ll no doubt struggle. It’s same thing when writing headlines. You could try writing great headlines using every trick in the book. And you might get it—after 100 attempts. But if I handed you a simple, precise toolkit to write wicked headlines—every time—you’d feel like a Madison Ave advertising wiz.

The rants are one of favorite parts of the course.

The rants expand on the assignments. Doing the assignments give you the practical skill; the rants give you the “why” of the skill. They take you “behind the scenes” so better understand why you’re doing what you’re doing.

You’ll instantly eliminate the pain of trying to write great headlines.

Learning through the “tiny increment” concept eliminates the barrier to learning something new. Learning new concepts can often be intimidating. Learning in small bits guarantees you’ll be successful in the end.

I didn’t encounter a tough moment; it was painless and lots of fun.

I’ve taken the Article Writing Course, Copywriting, and the Brain Audit Workshop. I took these courses to develop and strengthen my career as a copywriter.

If your intuition says, “This would be neat to learn,” then jump in and do it!

This course helped me personally as a copywriter. I now have a set of skills other writers wish they had. I have a system and process to use every time I’m writing a headline. No more scratching my head and guessing how to write an awesome headline.

Thanks for sharing your talents in a fun and professional way; I had a blast.

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. Email me at: sean@psychotactics.com



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