



Why Do Headlines Fail?

How To Write Headlines That Get Results Every Time



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For more information, please write to:

PsychoTactics Ltd., PO Box 36461,

Northcote, Auckland, New Zealand.

Phone: 64 9 449 0009 (If you need to call, check the time in NZ before calling).

E-mail: sean@psychotactics.com

Website: www.psychotactics.com | Facebook & Twitter: seandsouza

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The Power Of The Stop Sign

Have you seen the power of a STOP sign?

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

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



A stop sign makes you slow down. It makes you renegotiate what you are doing. That is the reason you need a stop sign in your business.

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

You will see diamonds where others see rocks. You will stop, listen and then chart a course that is incredibly successful for you and your business.

I've had many of these defining moments, but I missed most of them on my first reading or learning experience. Some of these were mere sentences, and I brushed past them in a hurry. Only later, when I went back and delved into the depth of the learning, did I understand the power and intensity of it all. We tend to dismiss things that are too simple as being too simple.

This report is tiny, but extremely powerful when you apply it to your business.

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

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

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

With warmest regards,



Sean D'Souza

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

Headlines Aren't A Big Mystery

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

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

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



Does writing headlines make you nervous?
Headlines really aren't a big mystery.

How We're Going to Play the Headline Game

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

Psychological Trigger No. 1

Question-Based vs. Statement-Based Headlines

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

Ladies and Gentlemen ... Presenting the question-based headline! A headline that beats the living daylights out of a straightforward statement-based headline. When tested, a question like, "Do you know where you fail in your marketing strategy?" gets far more attention than, "This is where you're failing in your marketing strategy."

Which of the following headlines would get your attention more? "Don't struggle to pay your bills" or "Are you struggling to pay your bills?"

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

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

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

Psychological Trigger No. 2

Problem-Based vs. Solution-Based Headlines

Struggling to get ahead in your small business?
Is your computer's lack of speed driving you crazy?
Is your marketing strategy missing a vital link?

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

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

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

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

Done it? OK, let's go screaming into psychological trigger No. 3.



Curiosity in your headlines make your client come to a screeching halt! Headlines with curiosity switch on every light in your customer's brain.

Psychological Trigger No. 3

Curious vs. Non-Curious Headlines

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

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

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

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

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

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

How to Construct Headlines Without Making a Complete Mess of Things

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

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



The only way to know which headline works better is to test all your headlines. And testing is not as hard as you think.

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

1) Psychological Reasons Why These Headlines Work Like Magic

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

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

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

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

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

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

4) Are Your Headlines Missing These Precise Psychological Triggers?

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

What's Abraham Lincoln Got To Do With Headlines?

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

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

There's Also Another Dimension to this Sharpening Gig

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

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

Do You Need All Three Psychological Triggers Working at Once?

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

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

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

Let me step back a bit and contradict myself, OK?

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

In all the articles on the next page (which can also be found on <http://www.psychotactics.com>), we didn't apply the rules above. And when placed on a portal with other similar marketing articles, these article headlines still drew a lot of clickthroughs. I'm reckoning if we'd have used the principles I just taught you, we'd have gotten far more clickthroughs.

This just proves one thing: You can learn a new concept and understand how it works, but never use it.



Your client will respond when you apply the three psychological trigger to your headlines.

So will you lose customers?

The chances are that you won't. But you're likely to attract a smaller audience. All of these headlines on the articles below attracted a stream of customers. Some of the articles attracted more customers, while others attracted less.

In the end, it's not about what you know. It's only what you do that matters.

Have a look at the article headlines and openings that follow. You'll see how we've taken the headline concept and used it. [Click on the articles to access the marketing articles.](#)

[1\) Harness the Psychological Power of 3](#)

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

[2\) Can PowerPoint Presentations Rival TV Ads?](#)

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

[3\) The Power of Why](#)

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

[4\) Can You Convert Your Marketing into a Religion?](#)

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

[5\) Do You Know Who's Killing Your Email Marketing?](#)

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

[6\) Like a Virgin - Is Your Marketing as Fresh as Madonna's?](#)

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

[7\) Is Nature a Marketing Guru?](#)

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

[8\) How To Commit Brand Suicide](#)

There are lots of ways companies kill their brand names. It's easy. We'll show you how in this article on... How to Brand Your Product.

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

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

10) Never Trust a Silent Customer

If you want to learn how to keep your customers, you've first got to keep them noisy. Here's how you can make these complaining clients one of your biggest assets.

11) Why Twins Have the Same Surname (and Different First Names)

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

12) Are You Operating Without an Audio Logo?

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

13) How To Get Repeat Visitors to Your Website

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

14) Tired of Silly Old Email Enquiries? Say Hello to Autoresponders!

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

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

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

16) Who is Your Real Competition?

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

17) Need To Create a Website That's Dynamite?

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

18) Is Your Business Solution your biggest Problem?

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

19) How Hard Working is Your Business Card?

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

20) Is Your Marketing Missing the Cookie Factor?

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

21) Stuck With a Zero Marketing Budget?

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

22) Why are Customers So Indecisive?

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

23) When Do You Stop Marketing to Customers?

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

OK, that's pretty much it. I'm outta here.

You've learned a lot. And if you're even slightly keen to see who I am and other resources (that will be of help to you), then turn over the page. You will see the famous dance pose and other goodies.

Next Step

1) Did you find this report useful?

If you found even one tiny nugget in this report, do forward the report to three of your friends. I am sure they will thank you for it. You can send it to them via email, facebook or post it on your blog.

Here is the direct link to the report.

<http://www.psychotactics.com/psychoheadlines.pdf>

or you can also download it from this page
[Headline Report.](#)

2) Have you joined Psychotactics as yet?

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