

How To Write Headlines That Get Attention

*...the difference between a good headline
and a poor headline can make the difference
between success and failure in advertising!*

This report is brought to you by...



**When it comes to laser tag the choice is
LaZer Runner...**

**Number one in systems sold for
*12 consecutive years!***

“How to Write Headlines That Get Attention”

The difference between a good headline and a poor headline can make the difference between success and failure in advertising.

It's an advertisement for your advertisement. That's what a headline is.

The only purpose of your headline is to get your prospect to continue reading your ad or sales letter. It must get your reader's attention, and **it must pull them into your ad.**

It doesn't make a difference how good your product or service is or how good your advertising copy is, if your headline isn't any good, your ad or sales letter won't get read.

Lets take a look at what two legendary copywriters have to say about the importance of good headlines:

“Advice to copywriters: When you are assigned to write an ad, write lots of headlines first. Spend hours writing headlines - or days if necessary. If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can't save a ad with a poor headline.”

--John Caples

“On the average, five times as many people read the headline as read the body copy. If you haven't done some selling in your headline, you have wasted 80% of your money. The wickedest of all sins is to run an advertisement without a headline.”

--David Olgilvy

All advertisements should have a headline.

Let's talk about the rules you should follow when writing headlines, the different types of headlines you can use, proven words to use in headlines, and how you can become an expert at writing headlines.

Rules to follow when writing headlines

1. First and foremost, **your headline must appeal to your reader's self interest.** Communicate the strongest belief (or benefits) to your prospect *"What's In It For Me?"* - Your headline should answer this important question.
2. **Attract the attention of the prospect you'd like to target.** If your headline doesn't reach out to the right people, it has failed. Your headline must reach out to the prospect, grab them and say, *"Hey!!! I'm talking to you!"*
3. **Your headline must deliver a clear and understandable message.** Most people read only the headlines. Because of this, your headline must make a complete statement and compel the prospect to continue reading the rest of the ad.
4. If you have news, **be sure the news gets into your headline in a big way.**
5. **Don't try to be clever or humorous with your headlines.** These types of headlines are ineffective and a waste of money.
6. **Include the words "quick" and "easy"** if it fits with what you are communicating.
7. **Use specifics in your headlines,** not generalities. Specifics are more believable.
8. **Use upper and lower case letters for your headline.** This is easier to read than all capitals. You can put quotation marks around headlines. Studies have shown that quotation marks around headlines increase readership.

Your headline is the key to your entire ad's success. If you don't tell your prospect what's in it for them, you won't get their attention. If you don't get their attention, they won't read your ad. And if they don't read your ad, you've wasted your time and money.

Let's have a look at the kinds of headlines that you may want to use and some examples that you can adapt for your own purposes...

Different types of Headlines

To help you write headlines that get attention, let's take a look at the different types of headlines you can use, how and when you may want to use them, and the actual examples of headlines that were successful.

- *NOTE - none of the following headlines are about FECs. Read and study the headlines that have been proven winners and then adapt them for your own situation.*

The News Headline. If your product or service offers something newsworthy, announce it in your headline. Newsworthy is usually the introduction of a new product or the improvement of an existing product. Here are some words you can use in your News Headline: ***New... Announcing... Introducing... Finally... Just Released... Now... Now Available... At Last...***

Examples:

- ◆ **“Now! Own a LaZer Runner Laser Tag System This Easy Way”**
- ◆ **“At Last, a Laser Tag System That is Durable, Reliable and Affordable”**
- ◆ **“Announcing... LaZer Runner Introduces Fiber-Optic Technology for Strength and Durability”**

The Guarantee Headline. Guarantee Headlines state a *desirable* benefit, and guarantee results or other benefits. If you offer a powerful guarantee, let your prospects know by stating it in the headline.

Examples:

- ◆ **“LaZer Runner’s intelligent Laser Data Transmission System Will Out-Perform ALL Old-Style Infra-red Systems or Your Money Back”**
- ◆ **“A LaZer Runner Laser Tag System Will Expand Your Customer Base and Increase Your Profits - 100% Guaranteed”**

The How-To Headline. These two words -- “how to”, are very powerful words. You can never go wrong using a How To Headline. (Over 7,000 book titles start out with How To.) How To Headlines promise your prospect a source for information, advice, and solutions to

their problems. If you ever get stumped for a headline, use the How To Headline -- it works!

Examples:

- ◆ “How To Expand Your Customer Base and Increase Your Profits”
- ◆ “How To Increase Your Bottom Line With a LaZer Runner Laser Tag System”
- ◆ “How To Instantly Increase Your Profits By 38% With a LaZer Runner System”

The Benefit Headline. The key to a winning Benefit Headline is to ***know your market so well you can offer them a powerful, compelling benefit they can't easily get somewhere else.*** You must thoroughly research your target market in order to know what benefits are going to motivate them to take action.

Examples:

- ◆ “You Can Trade In Your Unreliable Laser Tag System For LaZer Runner!”
- ◆ “LaZer Runner Can Increase Your Party Business By 220% or More!”
- ◆ “Many FECs Recoup Their LaZer Runner Investment In a Few Good Months!”

The Question Headline. Here again, to use this headline, **you must really know your market.** You need to know what your prospect is thinking, what their anxieties are, and what they're hoping to accomplish. If you know your target audience this well, then the Question Headline is an effective headline to use. The Question Headline should focus on your prospect's self interest and ask a question they want to know the answer to. *The best type of questions to ask are questions that get your prospect involved.*

Examples:

- ◆ “What Does the Space Shuttle Have To Do With LaZer Runner's 7 Year Premium Protection Warranty?”
- ◆ “Can Half of All Laser Tag Owners in America Be Wrong?”
- ◆ “What Do The Giant Entertainment Companies Know That You Don't?”

The “Reason Why” Headline. With the “Reason Why” headline, you give your prospect specific reasons why they should read your ad. “Reason Why” headlines are effective because they contain facts and specific numbers. “Reasons Why” headlines don’t need to include the words “reason why”. (i.e., You can use “161 New Ways”, “7 Steps”, “5 Secrets”, etc.)

Examples:

- ◆ **“7 Reasons Why LaZer Runner Provides You With a More Reliable System”**
- ◆ **“16 Ways That LaZer Runner Out-Performs All Other Laser Tag Systems”**
- ◆ **“2 Dirty Little Secrets That Most Laser Tag Companies Don’t Want You To Know”**
- ◆ **“6 Important Points That You MUST Pay Attention To When Choosing Laser Tag Equipment”**

The Testimonial Headline. The Testimonial Headline is just what it says -- it uses a customer testimonial for a headline. With this headline, you get your customers to sell for you by talking about the benefits they received.

Examples:

- ◆ ***“Since we added LaZer Runner to our growing facility, we have watched our revenues increase by 20% on our go-karts, mini-golf and bumper boats!”***
Randy Hagel
Kart Gardens
- ◆ ***“Originally we were a bowling alley with a games room and pool tables... now we are an entertainment mecca with the addition of LaZer Runner!”***
Rachel Sumerford
All Star Lanes
- ◆ ***“Since adding LaZer Runner to our facility party bookings are up 92%”***
David Breen
Skate Palace
- ◆ ***“I personally tested every laser tag system on the market. LaZer Runner was the most durable and user friendly system available!”***
Bob Webster
Knotts Berry Farm

The Command Headline. The Command Headline tells your customer what to do. Your command should *encourage* action by offering your prospect a benefit that will help them. Effective Command Headlines start out with action verbs.

Examples:

- ◆ “Call NOW to Get the LaZer Runner *FREE FACT KIT*”
- ◆ “Trade In Your Old Laser Tag System For LaZer Runner and Say Good-Bye to Maintenance Headaches!”
- ◆ “Read This Before You Buy An Old-Style Laser Tag System”

There you have it! Several types of headlines you can use for any kind of circumstance or market. Each headline type works well on its own or it can be combined with the other headline types.

Now, let’s talk about words you can use in your headlines.

Powerful Headline Words That Are Proven To Work:

- | | |
|--------------|--------------|
| • Announcing | • Discover |
| • How To | • Immediate |
| • Proven | • Secrets Of |
| • Success | |

And finally...

The three most powerful headline words:

FREE YOU YOUR

How To Become An Expert At Writing Headlines:

The first thing you can do to become an expert at writing headlines is to start a collection of headlines.

Whenever you see a headline that gets your attention and that compels you to read the ad, write it down on a 3 x 5 index card. Spend time studying these headlines and see if you can improve them.

Another suggestion for writing headlines:

Before you attempt to write a headline or any form of advertising, write down all the benefits of your product or service or facility on 3 x 5 index cards. Write a single benefit on each card. When writing the benefits, remember to write them from your prospects' point of view.

Once you've taken the time to write down the benefits, you'll have a stack of cards that you can use for headline ideas. Isolate the most important customer benefit and use it to create your headlines. Sometimes, one of the benefits may turn out to be the actual headline.

Here's a checklist to use when evaluating your headlines:

1. Does my headline **communicate** the strongest customer benefit?
2. Does my headline **answer the question** "What's In It For Me?"
3. Does it offer a **reward** for reading the ad?
4. Is my headline **clear** and **direct**? Does it communicate a complete message?
5. Does my headline **get attention** with a powerful sales message?
6. Does it **motivate** my prospect to keep reading?
7. Is my headline **speaking directly to my target prospect**?
8. Is my headline **interesting to my prospects**, or does it bore them?
9. And finally, is my headline **an ad for my ad?**

Remember, the difference between a good headline and a poor headline can make the difference between success and failure in advertising.

Your headline is the deciding factor on whether or not your prospect will read your ad.

It is the most important element in advertising.

Here at LaZer Runner, we write a lot of advertising. And we're enthusiastic about it because we know that we have the best laser tag system on the market. Nothing touches our system for durability, reliability and advanced technology!

Nothing.

Over the years we have installed hundreds and hundreds of LaZer Runner Laser Tag Systems – more than all of our competitors combined. No matter what type of facility you own, we can design a system that will work for you.

A LaZer Runner Laser Tag System is a terrific draw for your FEC. It will expand your customer base and increase your profits!

If you would like to see what we can do for your FEC and whether laser tag is something that can help you generate more business...

Don't wait another minute...

Call our office and speak to **Paul Savard** at **780-496-9058 ext 248**.

He's got a **FREE FACT KIT** that will explain all of the important aspects about laser tag systems. Information that you need to make an informed decision. It comes to you in a huge envelope stuffed with all kinds of reports, color catalogues, fact sheets and much more.

Call him today and he will send it out, usually the same day!

Or [CLICK HERE](#) if you want to order it online.

He's also got a special sale on our equipment right now.



Sincerely,

Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS For a closer look at what LaZer Runner can do for you, read the report entitled...

**Can Half of All Laser Tag
Owners in America
Be Wrong?**