

The Power of "Reason Why" Headlines

By Ted Nicholas

I think of a headline as an ad for an ad. As a marketer, you should too. And be aware of the following truth.

"On average five times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90 percent of your money."

Who said this?

The late David Ogilvy, world-famous founder of the ad agency Ogilvy & Mather and author of the best-seller "Confessions of an Advertising Man."

Here are some headline examples which illustrate this powerful and underused technique.

Seven Reasons Why Information Publishing is Today's Best Business Opportunity

11 Secrets I Wasn't Taught in School That Have Put Millions in My Bank Account

Ten Ways to Survive and Prosper During the Current Recession

Six Ways to Beat the Coming Tax Increase

13 Inside Secrets to Getting the Best Deal On Your Next Automobile Car Dealers Do Not Want You to Know

101 Little-Known Ways to Add Perceived Value to Your Home So it Sells Fast For at Least 98.5 Percent of the Full Asking Price!

17 Ways to Make More Money From Home With Your Own Internet Business

There are Three Good Reasons an Internet Offer Succeeds ... And You Already Know Two of Them – The Third Reason May Be The Final Piece of the Puzzle That Makes Your Next Offer Click

The main reason this wonderful technique works so well rests on a very simple principle that is a powerful motivator for all of us.

Curiosity!

Think about your own experience as a consumer. When you see an ad that lists a number of ways to do something beneficial to you, can you resist checking it out?

I cannot. I'm always intrigued. I want to know the "ways." Or "secrets." Or "reasons." And once into the copy, if it's good, I often order.

Do you relate to this?

My experience has proven to me most consumers feel the same way.

The formula for the technique Ways To/Reasons Why is very simple. Here it is:

(Specific number) ways to dramatize (the big benefit)

Published: May 10, 2010

Related Content:

- [I Have Nothing To Say, But Don't Quote Me](#)
- [The Ultimate Headline Secret](#)
- [Benefits That Sing and Soar – In Five Simple Steps](#)
- [Empty Pages](#)

- More by [Ted Nicholas](#)
- More from [The Golden Thread](#)

1 Response to "The Power of "Reason Why" Headlines"

Good headlines need to attract attention.

Sara Millard Dieffembach – over a year ago

Copyright © American Writers & Artists Institute(www.awai.com)

American Writers & Artists Institute

220 George Bush Blvd, Suite D

Delray Beach, FL 33444

(561) 278-5557 or (866) 879-2924