Video:

Write Now! Persuasive Writing Prompts: The Power of Headlines

Practice your copywriting skills with this prompt from The Professional Writers' Alliance (PWA).

In this Write Now! exercise, you'll learn how to model successful headlines to the product or service you're selling.

After viewing this video by Tom Adolph, the creative director of NewMarketHealth, you'll discover how to use the power of magazine headlines to sell. *(Or read the transcript below.)*

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Want to make your copy impossible to ignore?

With this simple, 20-minute tip, you'll do just that … while tapping into your prospect's need to read tabloid magazines.

Yes, I said tabloids. National Enquirer is the #1 selling magazine in the world.

And, today, you're going to discover how to use the power of National Enquirer headlines to sell.

Here's what I mean:

Start by going to the grocery store or a local convenience store. Peruse the magazine aisle and pay close attention to the covers and, specifically, the headlines that grab your attention.

Buy anything that makes you look twice.

Now, grab a stack of 3x5 notecards and re-write each headline. One headline per notecard.

Flip through the cards and study what makes them work. What grabbed your interest? What made you want to read more?

Are they promising one clear benefit? Or are they simply using curiosity to pique your interest?

You'll probably notice the best headlines use a combination of both … curiosity and self-benefit.

Now, think about the product you're selling.

How can you use these headlines to grab your prospect's attention?

For example, let's say one of the headlines that grabbed your attention is: "Get Ripped in Only 30 Minutes a Day."

If you're selling a pain supplement, you could model that to say, "Erase Back Pain in Only 10 Minutes a Day."

See how that works?

It's simple. And you're modeling proven headlines that have worked to sell thousands – if not millions – of magazines.

Do that for each of the headlines on your 3x5 cards and you'll have literally dozens of headlines to test.

View Our Full Library of Persuasive Writing Prompts

Write Now! persuasive writing prompts are presented by the Professional Writers' Alliance (PWA) — a professional association just for direct-response industry writers. Learn about the many benefits of a PWA membership.

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