

Are Your Marketing Headlines Missing These Precise Psychological Triggers?

Part A



In the first article, "[Are Your Business Solutions Your Biggest Marketing Problem?](#)" we discussed bringing up problems to catch your customer's attention. We now continue on with a 2-part report describing the key psychological triggers that can dramatically enhance the headlines in all of your business communications.



Have you seen the power of a STOP sign?

It forces you to screech to a halt. It commands you to look left and right, and 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 that changes the way you think forever.

You might have thought you wanted to go left, yet 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.

Read this report and the others to come, and things will mysteriously 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 viewed 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 power and simplicity of writing headlines. As you read the pages that 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.

Headlines are made to grab the attention of your audience. So no matter what you do in sales, marketing or advertising, you're going to need this skill. And this 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! 😊

Are Your Marketing Headlines Missing These Precise Psychological Triggers?

How to write compelling headlines that will grab your clients' attention every time

"*Why should I care about writing headlines?*", you ask. Headlines aren't just for newspapers and *CNN Headline News* anymore. You can put the power of headlines to use right away in all of your marketing pieces including your website, brochures, advertisements, e-mails and yes, *even your signs*.

At the end of the day, what is a headline anyway but an attention getting statement? So the last thing you need is a headline that flops and takes your marketing strategy down with it.

But with so many companies competing for attention, how do you make **your** headline statement stand out and get noticed in such a busy marketplace? You make your message stand out by using key psychological triggers that will connect deeper with your target audience - the clients you most want to attract.

So what is the first "psychological trigger"?

The brain instinctively reacts to problems as a "*fight or flight*" mechanism for self-preservation dating back to the days of the cavemen (*oooogah! ooooogah!*). Our ancestors had to overcome numerous problems for mere survival. And this reaction to problems continues to stimulate the brain of modern day man. Our brains are fixated with solving problems until they're solved.

So when you read a headline that includes a problem you can personally relate to, you are keen to solve it. It's that good 'ole basic survival instinct kicking in. Our brains react to problems, frustration, pain, risk and pet peeves in much the same way. And it wants to find a way to solve it or get rid of it in the most efficient manner possible.

Then why not give the solution first?

The most commonly used headline by small businesses tends to be solution-based. This is what we are usually taught to use in sales, marketing and business management. While solution-based headlines are effective to a degree, the pain center of our brains instinctively react to unsettling problems.

When you bring up a problem first, you set the stage for the rest of your message. With just a glance, your target audience will instantly know whether or not the problem relates to them. And if it does, they are compelled to read on to find out what your solution is.

Mission impossible has just become mission accomplished! So to create a trigger, start with a problem-based headline in virtually all of your business communications.

What are examples of Problem-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 this vital link?"

Creating headlines with a problem is not just nice to have, but pretty darned crucial. Problems are like a splinter in your brain (**ouch!**). And your brain wants it pulled out as soon as possible. So presenting a problem that relates to your target audience creates interest with an added sense of urgency.

And the good news is that the problem is not the *only* way to get the attention of the reader. The second is the question-based headline.

Are your headlines asking the wrong questions?

Did that question make you sit up and take notice? Of course it did and that's why you're still here! Questions can create intense curiosity and interest. And that's why they act as a psychological trigger in our brains.

What exactly are question-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 (*ta-daaaa!*).

When tested, a question like ...

"Do you know where you fail in your marketing strategy?"

Attracts far more attention than

"What you should change in your marketing strategy."

Can you sense the difference when you read those two headlines?

So why does the brain go into overdrive 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.

Since the brain wants to solve problems and "know more", what better trigger than to ask a question? Last, but certainly not least is the headline that creates curiosity.

What do you mean by “a headline that creates curiosity”?

When this article was written we used the headline “*Are your marketing headlines missing these precise psychological triggers?*” Notice the headline construction. It has the word *these* in it. The word “*these*” refers to certain psychological triggers. But how are you going to know which ones they are if you don’t read the article?

Certain words can create intense curiosity in headlines and make you want to know more. Otherwise these words pound in your head like a jackhammer with questions that incessantly go *Why? Why? Why?* When you create a curiosity factor, you are literally switching on every single light in your customers brain.

How to Construct Headlines Without Making a Complete Mess of Things

Let me show you how I 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?*

Let’s get these guys on the couch for analysis, 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 is pretty powerful. It had the question. It was packed with curiosity, but it kind of fell flat faced on the problem audit. Goodbye, Señor 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 a complete marketing strategy, *not marketing 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 Marketing Headlines Missing These Precise Psychological Triggers?*

I personally believe this one is 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 encapsulates all the triggers above, it is precisely positioned. It appeals to a niche audience, people just like yourself, and got your undivided attention.

How can you use psychological triggers within your own headlines?

Element 1: Create headlines with a problem

Element 2: Create headlines with a question

Element 3: Create headlines with intense curiosity

Where can you use these headlines?

There are a number of places that you can use a headline, although most people wouldn't think of it as being a headline. Any time that you want to grab someone's attention is the place to use a headline. A few examples would be;

- E-mails (subject line?)
- Websites
- Brochures
- Postcards
- Promotional Banners
- Signage
- Ads
- Newsletters
- Trade Show Displays
- Company Vehicles
- Plus other examples as you'll see in [Part B](#) of this report.

If you look around your business you may find some new and imaginative places to use headlines. We even use them when placing Help Wanted Ads online to attract ideal employees.

Using psychological triggers isn't at all about being deceptive. Oh contraire! The reason these triggers work so well is because you are talking about a problem that concerns your prospective clients. You are also making it more interesting to get the answer to the problem by creating curiosity and getting the synapses firing in the brain.

And you don't even have to write an article to do it. ☺

For a step-by-step "how to" on writing headlines, please refer to [Part B](#) of this report.

Warm regards from the south,

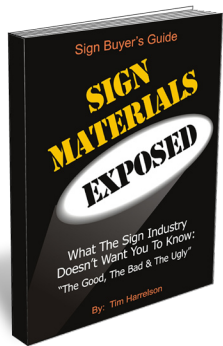


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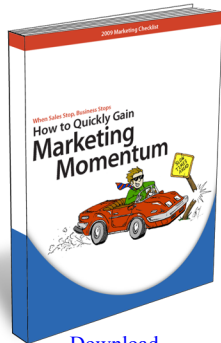


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"Biggest Marketing Problem"

Are Your Business Solutions Your BIGGEST Marketing Problem?

Sales and marketing professionals are often taught to emphasize the features, benefits and solutions their product or service provides. But how and when should you address your clients' most pressing problems?

This eye-opening report turned my thinking about marketing **upside down**. And it's yours now just for the [clicking](#). So clickity clack and e-mail me back with your feedback. I'd love to hear from you!



[Download](#)
"Marketing Momentum"

How To Quickly Gain Marketing Momentum

When Sales Stop, Business Stops!

So keeping your marketing engine humming along is kind of important. Let your foot off the gas for even a second and you could lose momentum. And that can be dangerous. Especially during these times of economic uncertainty.

So here's a list of marketing options and ideas to ponder. This list is a great brainstorming and goal planning tool. It can help you clarify how you want to promote and grow your business. You can [download](#) it now, with our compliments.

Warm regards from the south,

Tim Harrelson
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P.S.

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