

Magnetic Headline Creator



cheat sheets

2014 Edition



Writing Magnetic Headlines



What this Cheat Sheet Does for You

This worksheet **gives you the ability to write effective headlines for YOUR target buyer—FAST**. Let's fully exploit what I showed you in the video tutorial.

Right now, let's write a handful of *effective* headlines that get clicked—and lead to a provocative, lead-generating call-to-action. Right now, we will:

- **get buyers curious** in order to create a reaction
- **offer a pain reliever** or **short-cut** to help buyers' get what they want faster
- **generate leads** with your LinkedIn® profile

Instructions

Please be sure to start at the beginning of this Worksheet and proceed to the end.

At the end of this quick, painless process you will have created effective headlines that

1. **attract prospects** attention on your profile
2. **get them curious** in you
3. **make them hungry to respond**—volunteer to become a lead.

Throughout this worksheet **I'll show you short-cuts** to make the above process a simple part of everyday life. This “better way” will snap into everyday life without any headaches. Ok? Cool.

Let's rock out this worksheet and start generating leads.

Here we go...

Let's get you started doing it the right way—so you don't waste precious time.

Worksheet



You are about to ...

- **Grab prospects' attention** with your profile
 - **Create response** from potential buyers
 - Pick questions you'll answer / problems you'll solve / shortcuts you'll provide
 - Add a provocative element to how you write that causes response & leads
 - **Create** 5 magnetic, effective headlines & opening paragraphs
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What might you or someone in your business know—right now—that's relatively unknown to customers AND important? What do you know that is very telling or revealing about a particular RISK or OPPORTUNITY that your prospective customers will react strongly to? Try to identify 5 nuggets of wisdom.

1)

2)

3)

4)

5)



Worksheet 1 *continued*

Now we need to excite, irritate or somehow provoke customers—give them a reason to think about avoiding that risk or exploiting an opportunity *in a new way*.

For example you may be able to save customers money (not based on what you sell) or help them avoid getting ripped off by sellers in your industry. Or you may know of a faster way to achieve a goal or experience success at something important to prospects. Maybe you have a checklist that can help determine “best fit” for their situation. Take advantage of any current:

- white papers, ebooks, blog articles or other content that will help potential buyers;
- landing / lead generation Web pages to send prospects to.

The trick is making sure *the way* you present the content will *give customers a reason to talk to you*—so they can more clearly understand the thought you just provoked. Focus your story, guide, checklist, etc. on a solution/short-cut/remedy or “better way.”

You're going to love this part. Now we'll take each of your topics and write a killer headline—one your prospects will find impossible to resist. They will see your headline, click to read your first paragraph, and feel compelled to want more information on the topic.

They'll have more questions. ***They'll be hungry for your lead generation offer.***

Here is how you'll do it. Follow the 4 U's. Make sure your headline is:

- Useful *(Is the promised knowledge valuable to the reader?)*
- Urgent *(Does the message make the reader want to read it immediately?)*
- Unique *(Is the promised message compelling and remarkable?)*
- Ultra-Specific *(How relevant is the knowledge or message being presented?)*

The “how-to” conversation is one of the most effective, easy and fun (yes, fun) ways to get discussion going on your profile and LinkedIn Groups. Getting started is easy. Choose a conversation-starter from the list you just created. The idea is to be ***provocative and helpful*** to prospects—give them better ways to achieve goals, avoid dangerous risks or solve a related problem.

It all starts with a magnetic headline that attracts readers. The idea is to make your headline showcase the main benefit of the content for your customer. Or you can touch on a pain they suffer from. This approach invites a potential remedy. Yours!

Worksheet



When starting to brainstorm ask yourself, “what's in it for the prospect?” And remember the 4 U's. Here is the basic structure of a good “how to” headline:

How to _____ [Mundane Task] That _____ [Rewarding Benefit]

Examples:

How to Get a Mortgage That Saves You Money

How to Get a 15 Year Mortgage That Cuts your Monthly Payment in Half

How to Get a Mortgage That Gets You in Your Dream Home While Saving You \$537 a Month

In the space below, jot down at least 5 headlines based on your topics (applying the above guidelines). Remember to pick the most urgent topics/problems/goals for your customers.



Worksheet 2 *continued*

You can also choose the provocative route. Again, remember the 4 U's but change-it-up a little bit. Here's the basic structure of a good "proactive how to" headline:

Why _____ [popular but failing approach] Doesn't Work and What to Do Instead

Examples:

Why Counting Calories Won't Help You Lose Weight and What to Do Instead

Why Your Car is Worth More Than Blue Book Value and How to Set the Best Price

Why Most Multi-vitamins Won't Help You Avoid Illness and What to Eat Instead

Why I Failed at Business Blogging and What I Learned That Created Success

Use this template to write at least 5 different headlines below. Feel free to create variations on each of them. Example:

3 Strange but Effective Ways to Increase Your Credit Score

If you get stuck remember to follow the 4 U's guidelines above and refer back to your topics list on the prior page.



Bonus Cheat Sheet



Here are the very best, proven, effective copywriting headline formulas. Play with them. Get creative. Pick the version that best fits what you can help customers fix, exploit, avoid, speed-up, learn, etc.

One easy tip for _____ [your customer's goal]

One easy tip to create a responsive LinkedIn profile.

3 Ideas for _____ [your customers' goal] when you're _____ [customers' challenge]

3 ideas for writing blog posts when you're feeling stuck.

How to make sure _____ [what buyers do routinely to create success] lead to [buyers' want/desire]

How to make sure LinkedIn connections lead to more appointments discussing products.

How to _____ [buyers' goal/desire] without _____ [customers' existing solution they don't care for]

How to lower your blood pressure as much as 10 points without medication.

5 Ways to get more referrals without even asking.

New research reveals _____ [surprising or unusual solution] you should be using to _____ [customers' goal/desire].

Recent experiment reveals 2 words you should be using to win more pitches.

How I/we/ _____ [current customer] failed at _____ [buyers' goal] and what I/we/they did to _____ [create success].

How XYZ Corp. failed to hit quota in 2012 and what they did to exceed target in 2013.

Every _____'s [customer] greatest enemy and how to beat it.

Every sales managers greatest enemy and how to beat it.



You've reached the end! Nice work. Don't forget to **SHARE your worksheet with me**. Scan it and email to jeff@jeffmolander.com OR fax to **267-873-8820**.

Need more help leveraging everything you just did here to drive leads using your profile? [Contact me right now](#) to learn about the next step in this training.

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