Headline Creator

What is the #1 most important part of all your marketing on the Internet? It's your headline! Think about this for a minute. How do people reach you on the Internet? What makes your reader click over to your web site or read your email message? It all points back to your headline! Your headline WILL only work as well as you program it to! It is the only link to your market that says, "I'm open for business, here's what I have to offer"! If it doesn't get people to click over to your offer, you don't make MONEY! Here's where it all started...Way back in early 2001, I started marketing a simple little tool that I created called the 3-Minute Headline Creator. Basically it was a collection of best ever headlines tightly-packed into one step by step headline creation process that required too much thinking. Although it was a simple process staying within three minutes was ultimately impossible. The problem was that it actually took more than three minutes to create a headline. I kept questioning myself on how I could automate the process to make it easier for marketers to create headlines and ads. Tags: web

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