

The Tracy Biller Newsletter

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Where to find great headlines!

Dear Network Marketer,

As I teach on the Persuasion CD, every one of your sales tools should have a great headline. Even your voice mail message and live recruiting call should have a headline in which the headline is spoken.

A headline states and/or suggests a benefit(s). In doing so, the headline is telling the prospect to “keep on reading/listening as there’s something here of value to you!” without actually saying “keep on reading/listening”.

A headline is the “bait” that persuades the prospect to keep on reading, listening, and/or viewing your sales tool(s).

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Great headlines are EASY to find and easy to create. One of the best sources for headlines is infomercials.

For example, just last night I was channel surfing and came upon an infomercial that was already in progress. The product being sold was a money-making program.

As the infomercial progressed, key “benefit” sentences appeared at the bottom of the screen. Each of those sentences was, in essence, a headline.

Moreover, the primary speaker routinely said things that could be used as headlines.

If you were watching that particular infomercial and you had pen and paper in hand, you could have written down 6-10 key sentences that could be altered just a bit to serve you as headlines in your sales tools!

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I changed channels and came upon another infomercial on the Golf Channel. It was selling a golf training aid. Once again, key benefit sentences appeared on the television screen. Each could be altered and used as a headline for your sales tools.

Moreover, the primary speaker in the infomercial routinely said things that could be used as headlines.

Once again . . . if you were watching that particular infomercial and you had pen and paper in hand, you could have written down 6-10 key sentences that could be altered just a bit to serve you as headlines in your sales tools!

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I teach on the Persuasion CD the exercise of “charting” infomercials. Along with that, you should watch infomercials with pen and paper in hand, ready to write down key sentences that could be altered to be used as a headline for your sales tools.

Want to learn something that should get you excited about succeeding in network marketing?

Here it is . . . of all the people who have purchased the Ultimate Success CDs, less than 10% of them will actually listen to them.

And of the 10% who listen to them, less than 25% of them will actually apply what they have learned.

Same goes for this newsletter. What you are reading right now is a newsletter that is telling success-seeking network marketers the source of great headlines. If you've read this far then you're in the 10% of all my tens of thousands of customers who have read this newsletter.

Of the 10% of you who actually read this newsletter, less than 25% of you (2.5 out of every 10 who read it) will actually go watch (and continue watching) infomercials to get ideas for headlines.

It's all because of human nature!

So all you have to do is be part of the 10% and 25%, and you've separated yourself from the rest of the pack.

Like I have always said, "In network marketing there is no competition at the top!"

Sincerely,

Tracy Biller
www.UltimateSuccessCDs.com

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