Title:
A Simple 8 Step Formula For Testing Your Headlines

Word Count:
724

Summary:
Without testing headlines is like firing a gun at a target blindfolded. This article was writt

Keywords:
mlm, network marketing, home business, business opportunity, copywriting, sales, marketing, he

Article Body:
I am going to let you in on a secret? The successful entrepreneurs are not successful because

Ezine Ads

Placing ezine ads is one of the most effective form of advertising on the Internet today purel

But if you don't know which of your headlines, your benefits and your offers are the ones that

8 Easy Steps To More Effective Headlines

To be capable of determining the most effective adverts, you need a system. I will show you on

The structure Consists Of 8 Easy Steps :

1.) Write down the benefits of your product and contemplate the advantages for your target gro

2.) Turn them into a set of 10 different headlines. If you sell an e-book about Dog Training a

e.g. :

"A Step-By-Step Guide Teaches You Everything You Need To Know About Training Your Dog - If You

3.) Write 2-3 different versions of your ad copy. Focus on one or two other essential benefits

4.) Create a few different tracking links (that lead to your sales letter) for each ezine you

You can use these 2 free services for this : http://www.hyperlinktracker.com/ and http://www.l

5.) Use one and the same headline for all your free ezine ad sub- missions and send out your f

There are plenty of free well established ezines which give you free subscriber ads if you joi

6.) Look for the ezines with the most number of clicks. Only choose the most successful ezines

7.) By now, you should be familiar with which headlines work and you can change over to paid f

If you get an acceptable amount of clicks but little sales, try changing your copy in the body

You can find out if you :

8.) TEST, TEST and, you guessed it : TEST...!
<P>You may publish this article in your ezine, newsletter on your web site as long as the byli
<P>Edward Green is the owner and operator of a successful online business. Ed has over 15 year