

# Compelling **HEADLINES** That Sell

Discover Closely Guarded Secrets To  
Crafting Attention Grabbing, Highly  
Compelling Headlines That Will Allow  
Crank Out Maximum Profits  
From Your Product Sales...

**Guaranteed!**

One Stop Solution

Make Headlines That Sell

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## Compelling Headlines That Sell

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### CHAPTER 1 – INTRODUCTION

I would often like to describe a typical product sales letter (or sometimes known as sales copy) as a virtual salesperson that does all the pitching and selling of your product online 24/7 on your behalf.



Unlike selling products in the offline marketplace where you can have a salesperson standing physically next to your product counter trying to attract prospective customers to come in, and you start to demonstrate the use of your products and how it will benefit them and improve their lives etc., in the online marketplace, you will have to rely on your product sales letter to do all the selling for you.

The thing is this – You can have a top-notch product, but if your sales copy is weak, your product will not sell at all. However, if your product is not so good, but your sales copy is top notch, you will at least be able to make some sales.

So, as you can see, the thing is this – How you craft your product sales copy will ultimately determine how well your product will eventually sell.

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Therefore, it is imperative that you spend an equal amount of time to carefully craft your product sales letter, as you would spend on creating the entire product.

When it comes to crafting your product sales letter, the very first element that your prospective customers will look at the moment they access your product sales page is the headline.



From the headline of your product sales letter, they will then determine whether or not to continue reading on, or to press on the most dreaded "back" button to go back to the previous page (and when they do this, you would have lost a potential sale).

In this blueprint, I will be letting you in on my most closely guarded secrets to sales letter headline generation that has the capability of grabbing your prospective customers by their eyeballs, captivate their attention and get them to drop everything they are doing right now and read what you have lined up for them (in your product sales letter).