

The E-Bootcamp in Hypnotic Marketing by Joe Vitale and Jo Han Mok
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Lesson #1: How to Grab Your Audience with Hypnotic Headlines

I've researched marketing from the last 150 years in order to write my numerous books and record my many audiotapes. What I've learned from studying the masters is this: They all knew the importance of a headline.

Whether you plan to write an ad for a newspaper, or write a sales letter for email or snail mail delivery, or even create a website that holds the attention of visitors, it all comes down to this first step: Having a riveting headline.

Since that is the case, your first lesson in this E-Bootcamp will focus strictly on how to write headlines that work for you.

Your headline may be the most important part of your ad. Few people realize how powerful this can be. Think about it: As people thumb through pages and pages of any magazine, what is going to stop them? Either an illustration or a headline, right? Well, how do you write a headline that does stop them in their tracks?

Headlines will make or break your ads, sales letters, email or websites.

Advertising pioneer James Webb Young said a top headline can bring in as much as *50% more* inquiries and sales!

Ad genius David Ogilvy said five times more people will read your headlines than will read your whole ad.

"We pick out what we wish to read by headlines," wrote Claude Hopkins, arguably the greatest advertising man in history, in his famous book *Scientific Advertising*.

Often a headline is all a reader will glance at---and I do mean *glance* at---before rushing through the rest of his newspaper or magazine, website, direct mail, email, or what-have-you.

On average, most people spend only *four seconds* per page! If your headline doesn't catch him (or her), trip him, and stop him, you've lost him.

And you've lost a sale!

Now to the good news:

Here are 25 sure-fire ways to create a terrific headline. These are condensed from my book "The AMA Complete Guide to Small Business Advertising," which I wrote for the American Marketing Association.

They are worth their weight in gold. What I will do in each case is give the idea, give you a few examples of it, and then comment on it.

As you read them, think about how you might use the principles to write headlines for your own products or services.

Here goes!

1. Lead with these words:

At Last!
Announcing!
New!

Note the hint of excitement and "news" in the above words. Other good opening words include "Introducing" and "Finally." Legally you can only use the word "New" if your product has been developed or improved within the last six months. If you've just invented a new device, certainly let the world know.

2. Round up your audience:

Plumbers!
Housewives!
Sore Feet?

This type of headline is "calling in" your target audience. If you are selling a book for lawyers, you might open by saying "Attention Lawyers!" With this approach you're certain to get the ear of the exact crowd you want.

3. Promise a benefit:

Free From Back Ache In 10 Minutes!
Buy One Shirt - Get The Second FREE!
Land A Job In 2 Days With New Method!

Benefits are why people buy. Decaffeinated coffee is a feature; "Let's you sleep better" is a benefit. If people have a back problem, they don't want to buy a pill, they want to buy *relief* from their pain. "Free From Back Ache In 10 Minutes" tells them a cure is available. Sell the relief, not the remedy. Sell the cure, not the prevention.

4. Make It Newsworthy:

**Major Breakthrough In Car Safety
New Formula Restores Hair
Seven "Lost Secrets" Discovered**

People devour news. Reveal the newsworthiness of your product or service and you'll get attention. A new product is news. An old product with new uses is news. Arm & Hammer baking soda (which also started as a small business) has been around for a century now, but they keep thinking of new ways for us to use it---from brushing our teeth with it to putting it in the fridge to get rid of odors---and *that's* news.

5. Offer Something Free:

**FREE To Writers!
FREE Report Explains Tax Loopholes
FREE Book On Car Repairs**

Your free item has to be appropriate to the audience you are after. It may be free, but if they aren't interested in it, they won't write or call you. Also, your free item has to be really free---with no catches or conditions---for you to be legally safe. Any small business can create a free item that is relevant.

6. Ask An Intriguing Question:

**What Are The Seven Secrets To Success?
Do You Make These Mistakes In English?
Which Gas Filter Will Boost Your Car's Performance?**

Questions are a powerful way to involve readers. But your question has to be an open-ended one that hints of a benefit. If you ask a question that can be easily answered with a "yes" or "no", you run the risk that your readers will not look beyond the question. But if your question is intriguing, it will pull readers into your copy to learn the answer.

7. Lead With A Testimonial:

**"This is the most powerful weapon I've ever seen!"
-- Clint Eastwood
"These two books made me the wealthiest man alive."
-- Malcolm Forbes
"Here's why my race cars beat all others."
-- Mark Weisser**

There's something about quotation marks that captures people's eyes. If your quote is intriguing (as are the fictional ones above), they will force readers to read your copy. Anyone who has ever used your product or service can give you a testimonial. TIP: *Any* headline put in quotes will get more attention. Dialogue has life, and that attracts people.

8. Create A "How To" headline:

How To Get Your Kids To Listen
How To Tell When Your Car Needs A Tune-Up
How To Win Friends And Influence People

Because people want information, they are easily drawn to "how to" headlines that promise a benefit they are interested in. If you are selling washing machines, you might conjure up a headline such as, "How To Pick The Right Washing Machine For Your Needs." You can add sparkle to virtually any headline by adding the word "how." For example, "I Cut Hair" is a weak headline, but "How I Cut Hair" is more interesting.

9. Quiz Your Readers:

How Smart Are You? Take This Quiz And See!
What Is Your Networking IQ?
Are You Qualified For Success?

People love quizzes. Use a question headline and then let the body of your ad be a quiz. For the ad to work, of course, it all has to tie in to what you are selling. The ad about your networking IQ, for example, is selling a book called *Power Networking*. If you're running a mechanic's shop, you might ask, "Is Your Car Healthy? Take This Quiz And See!" Your whole attempt is to somehow *involve* readers with your ad. A quiz is one way to do that.

10. Use the words "These" and "Why" in your headline:

These Boats Never Sink
Why Our Dogs Cost More
Why These Skis Are Called "Perfect"

When you use the words "these" and "why" in your headline, you tend to create an attention grabbing statement that will draw readers into the rest of your ad. If you just said, "Our Skis are perfect" few would be interested. But when you say, "WHY these skis are called perfect," you generate curiosity---one of the most powerful motivators around. Example: "Why People Prefer Shopping Here." TIP: Simply add the word "Why" to an existing headline to make it more engaging. "Buy Plumbing Supplies Here" is boring but "Why People Buy Plumbing Supplies Here" is interesting.

11. Use "I" and "Me" Headlines:

They Laughed When I Sat Down At The Piano--But When I Started To Play!
I Finally Discovered The Secret To Easy Writing!
Everywhere I Stick My Nose I Make Money

First person headlines will work if they generate enough curiosity and hold a benefit. Everyone interested in playing the piano, for example, will be drawn to the first headline (one of the most successful headlines in history). Note: Despite the rumors, "You" and "Yours" in a headline don't always work because they signal a selling message and people become defensive. However, "I" and "me" in a headline can deliver a selling message in a palatable way. Example: "I Wanted To Help People So Here's Why I Opened My Own Insurance Agency!" Also note that poor grammar works in selling. Every proofreader who sees John Caples' famous headline -- **They Laughed When I Sat Down At The Piano--But When I Started To Play!** -- wants to change the word "when" to "then." Wrong. The way Caples wrote it signals an incomplete story, which makes it a stronger headline.

12. Put Your Product Name In Your Headline:

How Gymco Vitamins Make Runners Lightning Fast
The Fiskin Ladder Saved My Husband's Life
Thoughtline Helped Me Discover The Secret To Easy Writing

"How To Cure Warts" is good, but "How Vitalism Cures Warts" is better. Since not everyone will stop and read your ad, putting your company name in the headline helps deliver some of your message. Warning: Don't make your company name the *focus* of your headline. Instead, write a riveting headline and slip your name in it.

13. Use The Word "Wanted:"

Wanted---Nervous People
Wanted---Safe Men For Dangerous Times
Wanted---Executives Ready For Sudden Profits

"Wanted" is a word loaded with curiosity. Lead with it and people are compelled to find out why you want nervous people (maybe for a seminar on overcoming fear) or why you want executives (maybe to offer them your new investment program). Tip: Be sure to ask for the target audience you want. If you're offering something to attorneys, you might write a headline that begins "Wanted---Attorneys."

14. Use the word "breakthrough" in your headline.

A Breakthrough In Alarm Systems
Doctor Offers Breakthrough Hair Loss Formula
Wanted---Attorneys Ready For Breakthrough Success

"Breakthrough" implies news. It suggests that your product or service beats all other existing systems. A similar impact can be obtained with "record breaking" or "revolutionary." Example: "Breakthrough Dry Cleaning!"

15. Feature your offer:

**Arrow Shirts At 50% Off
Oil Change Special
Join For Six Months--Get Next Six Months Free**

You have to be clear about the uniqueness of what you are selling for this to work. What are you offering that is head and shoulders above your competition's? Focus on that.

16. Ask "Who Else"

**Who Else Wants To Write A Book?
Who Else Used To Say Singing Was Hard?
Who Else Wants A Fail-Safe Burglar Alarm?**

"Who else" is an involving set of words. It suggests that someone else got what you are offering and that it's possible for the reader to achieve or have, too.

17. Focus on your Guarantee:

**Guaranteed No-Stains-Ever Rug!
Guaranteed To Go Thru Ice, Mud, Or Snow---Or We Pay The Tow!**

We live in the Age of Skepticism. Your ad should always run with a guarantee (more about that later). But if you can say your offer is guaranteed in the headline, it will help to convince readers to look at your entire ad.

18. Admit A Weakness:

**We're Number Two. We Try Harder.
This Chef Makes Everything Except Salads!**

You'll gain credibility if you confess you're not perfect. Too many ads claim to be the magic bullet to all your ills. That's not believable. If you say you're *almost* a magic bullet, people will tend to believe the rest of all your claims.

19. Focus on Positive End Results:

**Whiter Teeth In 10 Days
35 Pounds Slimmer In 30 Days**

Don't paint a negative picture thinking you'll make a sell. People buy hopes and dreams. Don't sell "fat loss," instead sell "Perfect Health!" Don't try to scare people into buying toothpaste by yelling "Yellow Teeth Are Ugly," but instead sell the end result people want: "Whiter Teeth!" Again, people buy cures. Caution: Be believable. If your

headline sounds like a stretch, people won't trust you. "35 pounds slimmer in 30 days" is believable; "35 pounds slimmer overnight" is not.

20. WARN Your Audience:

WARNING to Doctors!
Warning: Do Your Kids Play This Stereo?
Small Business Owners Be Warned!

You can grab your target audience with a warning to them. A warning promises information and invokes curiosity.

21. Make it EASY:

Plumbing Problems Cured EASY
Easy Way To Solve Roof Leaks

People want results fast and easy. If you or your product can make their life easier, say so.

22. Dramatize the benefit:

Stop Sleeping Like A Sardine! -- Now Sleep Like A King!
"Sound Pillow" Lets You Sleep With Neil Diamond!

People want action. They crave it. Show the excitement your product or service can give by dramatizing the benefits. A headline for large beds that reads "King Size Beds Are Roomy" is boring, but "Stop Sleeping Like A Sardine! -- Now Sleep Like A King!" is almost impossible to avoid.

23. Use Proven Clichés:

JUST ARRIVED -- New Accounting Method!
ADVICE TO Homeowners!
THE TRUTH ABOUT Shoe Repair

David Ogilvy, in *Confessions Of An Advertising Man*, lists the following as proven headline clichés:

"Free, New, How To, Suddenly, Now, Announcing, Introducing, It's Here, Just Arrived, Important Development, Improvement, Amazing, Sensational, Remarkable, Revolutionary, Startling, Miracle, Magic, Offer, Quick, Easy, Wanted, Challenge, Advice To, The Truth About, Compare, Bargain, Hurry, Last Chance."

24. Reveal a hidden benefit:

"How to Get Enthusiastic Applause---Even a Standing Ovation---Every Time You Speak!"

That headline by Ted Nicholas sold a publication for speakers. One of the hidden or side benefits of reading the publication is learning how to get a standing ovation--- something every speaker wants. Try to reveal the hidden benefit in your small business. Ask yourself: "What will people get as a result of using my product or service?"

25. Give reasons:

Three Reasons Why You Should Write A Book
Seven Reasons To Call This Doctor Today
Nine Reasons To Use This Maid Service

Reasons involve readers with your ad. To learn more, they have to read the rest of your copy. The trick to making this work is in targeting your prospects. If you are an accountant, give reasons that tie in to your service. If you're a baker, give reasons why your food is better.

Next, I'll have you take a short quiz. These quizzes are for your use only. You do not need to send them to me or to anyone else. They are to help you reinforce and integrate the principles you are learning here.

QUIZ:

1. Write 5 different headlines for your product or service:

2. Improve on those headlines by using any of the above tricks for writing headlines:

3. Take any ad and improve it using one of the above 25 tricks:

Before we end this lesson, let's expand our knowledge of why headlines work.

When you write an ad, you must keep in mind WHY people buy.

Knowing the following priceless list will help you in this area. As always, THINK OF YOUR BUYER, not yourself. Why should they give you their money? If you appeal to one or more of the following reasons why people buy anything, you will get more of their money. (This list was outlined by Direct Mail Hall of Fame Award winner Ed Mayer.)

1. To make money.
2. To save money.
3. To save time.
4. To avoid effort.
5. To get more comfort.
6. To achieve greater cleanliness.
7. To attain fuller health.
8. To escape physical pain.
9. To gain praise.
10. To be popular.
11. To attract the opposite sex.
12. To conserve possessions.
13. To increase enjoyment.
14. To gratify curiosity.
15. To protect family.
16. To be in style.
17. To have or hold beautiful possessions.
18. To satisfy appetite.
19. To emulate others.
20. To avoid trouble.
21. To avoid criticism.
22. To be individual.
23. To protect reputation.
24. To take advantage of opportunities.
25. To have safety.
26. To make work easier.

The easiest way to always think of your readers is to simply get out of your ego and into theirs. Always ask, “What’s in it for *them*?”

Now here’s another quiz. Again, this is for your use only.

QUIZ:

Look at every headline you come across and see how it ties to one of the above 26 reasons why people buy. Keep in mind that if you can’t find the benefit to the reader, the headline is probably a bomb.

Rewrite one of your own headlines using one of the above reasons as a focal point for buying.

I feel like I'm on a roll here, so I don't want to end this first lesson just yet. Now let's discuss one of my heroes and his methods for creating headlines and ads that made him millions of dollars.

P.T. Barnum admitted that advertising was a key factor to his success. It was one of his basic marketing secrets. People called him "the Shakespeare of advertising" for his skill at creating ads. It helped make him and the people close to him millionaires. In the 1800s, that took some doing!

In his autobiography and his other writings, Barnum repeatedly stressed that persistent advertising was one of the secrets to "getting on" in the world. In his book *Humbugs of the World*, he wrote:

"Advertising is to a genuine article what manure is to land,---it largely increases the product. Thousands of persons may be reading your advertisement while you are eating, or sleeping, or attending to your business; hence public attention is attracted, new customers come to you, and, if you render them a satisfactory equivalent for their money, they continue to patronize you and recommend you to their friends."

The following 17 secrets are my ideas on how P.T. Barnum handled his advertising. They are condensed from my book, "There's a Customer Born Every Minute."

1. *Touch a live shark!* While Barnum didn't know what the term "USP" stood for, as it wasn't invented until the 1950s by Rosser Reeves, he somehow had an intuitive sense of its meaning. A USP is a "Unique Selling Proposition," a one line statement (proposition) that explains (sells) how your product or service differs (is unique) from the competition. What does Federal Express say? Dove soap? Their slogans are their USP's.

Sometimes you can create your uniqueness by knowing what people want and focusing on it. A friend of mine saw an ad for an aquarium that began with a boring headline such as, "Come see our fish swim." But buried within their flyer was the line, "Touch a live shark." THAT was the unique item they had to offer and that should have been their headline. Which would you sooner do, watch fish swim or "TOUCH A LIVE SHARK!"?

2. *Use layout that supports copy.* Graphics, fonts, and layouts don't sell, but they can help bring attention to your sales message. You must know the form your sales message will take before you begin to draft your actual message. Knowing you are about to write a classified ad will lead you to write differently than if you were about to write a sales letter or a display ad. Barnum's ads were rich in detail. His layout pioneered the way for direct response ads today: He would have a large---Large? It was *colossal*---headline to capture attention, at least one huge illustration, and many paragraphs of copy under both. This method still works today. Graphic artists who get fancy with type faces and design can actually confuse potential customers. Barnum's ads were clear and direct.

3. *Barnum's secret cattle call!* Create a bold, riveting, and relevant headline. Barnum's headlines were designed to nail the attention of his readers. He would roundup his prospects with a headline that made them sit up and take notice. A headline "calls out" your readers.

4. *"Go on home."* Write simply, directly, and in the conversational style of your prospects. Who are you trying to reach? Housewives, business executives, children? You must know the type of person you are writing to. Write to one person from that group and you will speak to all people in that group. Forget trying to impress people, win writing awards, or please a past English teacher. Good copy often violates the rules of English but still makes the sale.

In Barnum's time, newspapers were sprouting up and becoming as common then as television today. When Barnum wrote ad copy, he wrote in a style that respected the education of his readers. He did not use words they could not understand. He created rapport with his readers by using the same common language they used in their own writing and speaking.

After one of his shows Barnum said, "The festivities have come to a conclusion." Nobody moved. He repeated, "The festivities have come to a conclusion." Still nobody moved. Finally he said, "It's all over. Go on home." Everyone understood those simple statements. They left. And Barnum learned that you can persuade people when you speak in ways they can easily understand.

5. *People want results, not things.* Write of the benefits, not the features. A feature generally describes a product; a benefit generally explains what the product does for you. Don't tell people how great you make your products; tell them how great your products will make them.

A good way to write about benefits would be to keep saying "you get this...and the product does this...so that you get...". Look at Kodak. People don't buy film for the pictures they create. They are buying memories. Look at their advertising and you'll barely see film anywhere. What you will see are family reunions, graduations, weddings, etc. You get film which helps you take pictures so that you get memories.

Another way to learn to write of benefits is to read magic catalogs. Magic catalogs never tell you how to do a trick; they focus on what you can do **with** the trick. For example, one recent ad said, "Imagine! A spectator freely selects a card from any deck---no force---and you know it before he sees it!" THAT is selling the effect, or the

benefit. In order to discover how the trick works, you have to answer the ad and cough up forty bucks. When you write your ads, focus on what people get---the effect, the benefit, or the end result.

6. *Use Captain Cook's war club.* As I already mentioned, people buy for emotional reasons and justify their purchases with logic. Use words that have emotion. In Barnum's hands an Indian war club became "The club that killed Captain Cook." (There were many of them in the 1800s.) A roof on Barnum's museum became "an Aerial Garden." All these emotionally charged labels made Barnum's show much more appealing.

7. *Plug electricity into your writing.* Activate your writing. Whenever you write the words "is," "was," "are," or "to be," train yourself to stop and change them to something more active. "The meeting *is* tonight" sounds dead; "The meeting *starts* at 7 PM sharp tonight" feels clear, direct and alive. "Clair Sullivan *is* the finest promoter in the country" doesn't convey the excitement that "Clair Sullivan *creates* corporate events better than anyone else on the planet" does.

In one ad Barnum's copy said, "The great street procession, three miles long, takes place every morning at half-past eight o'clock." Notice the clarity and directness of the sentence? While most business writing permits passive writing, ad copy should virtually always be dynamic. Active writing makes people keep reading; passive writing puts them to sleep. Barnum never gave his prospects a chance to nod off.

8. *Tell them something they don't know.* Fascinate your readers. The more you tell, the more you sell. Long copy usually works better than short copy, as long as the copy holds interest. After all, people read whole books. They will read your copy *if* it interests them. Barnum was a master at this. He was deeply interested in science and natural history. He paid enormous sums of money to find rare animals, mechanical devices, people, or museum pieces. He knew if he could offer people something they didn't know or hadn't seen before, they would pay him to see it for themselves. But he didn't stop there. He also used his ads to educate people.

9. *"What is it?"* Seduce the reader into continued reading. Keep your reader reading any way you can. Questions, unfinished sentences, involving statements, sub-heads, bulleted points, quizzes---all these things work. These techniques also handle the "skimmers" who just glance at your copy, as well as the word-for-word readers. Barnum's ads were rich with copy, illustrations, and numerous sub-headlines. One of his headlines began, "What is it?" seducing people into reading the rest of his ad to learn what he was referring to.

10. *Say "Jumbo."* Be specific. Whenever you write something vague, such as "they say," or "later on," or "many," train yourself to stop and rewrite those phrases into something more concrete, such as: "Mark Weisser said...", or "Saturday at noon" or "Seven people agreed." Don't say "dog" when you can say "collie." Don't say "elephant" when you can say "Jumbo." Don't say you have "a midget" on display when

you have “General Tom Thumb.” Specifics make your copy believable and your ads come alive.

11. *Get Mark Twain’s endorsement.* Overwhelm with testimonials. Get as many testimonials as you can. The more specific, the more convincing. Barnum wrote to presidents and queens, authors and poets, usually soliciting testimonials. He wrote to his friend Mark Twain several times, asking for an endorsement he could reprint.

12. *Remove the risk!* Give a guarantee. Remember, odds are less than 2% of your customers will ever ask for their money back, so offering a guarantee is a safe risk. Here’s the guarantee from my book, *The Seven Lost Secrets of Success*: “Use these seven principles for six months. If you’re out of work, you’ll find a job. If you’re employed, you’ll get a raise. If you’re in business, you’ll see a whopping 25% jump in revenues---or return this book and your receipt for a full cash refund!” Now THAT’S a powerful guarantee!

13. *Use these free magic words.* I was impressed to see one of Barnum’s ads from the mid-1800s begin with the words “At last!” Those two words are part of a list proven to help gain attention. When Barnum held his infamous buffalo hunt in New Jersey, his headline contained the magic word “free” and read: “Grand Buffalo Hunt, Free of charge.”

If you just string the following magic words together, they sound like fluff. But weave them into your headlines, or into your body copy along with your facts, and they become powerful:

“Announcing, astonishing, at last, exciting, exclusive, fantastic, fascinating, first, free, guaranteed, incredible, initial, improved, love, limited offer, powerful, phenomenal, revealing, revolutionary, special, successful, super, time-sensitive, unique, urgent, wonderful, you, breakthrough, introducing, new, and how-to.”

Don’t be afraid to use adjectives. One of Barnum’s most famous press agents was Richard “Tody” Hamilton. Hamilton said his secret to success in writing sales copy was knowing how to weave a spell with adjectives. He explained:

“To state a fact in ordinary language is to permit a doubt concerning the statement. Suppose a grocer should advertise fine, fresh codfish and his rival across the street advertised the largest, sweetest, absolutely the best codfish ever caught, with scales as large as quarters and meat whiter than snow---the finest yielded by the Atlantic Ocean. Which grocer do you think will sell the most codfish?”

14. *Feel the fire!* A business associate of Barnum’s said that when Barnum found a new concept, “He fairly reeked with his idea.” Show your excitement for your product. If you aren’t pumped up about it, why not? Enthusiasm sells. Barnum always believed in what he was offering.

15. *“Final Week!”* State a believable deadline. Most people won’t take any immediate action unless there exists a sound reason to do so. Give them an excuse to act now. Deadlines help, as long as your deadline sounds credible. Barnum would let people know that they could see Jenny Lind, for example---but only if they came to one of her

limited performances. When Tom Thumb was about to be married, Barnum saturated New York City with ads saying “Final Week!” to see the midget couple. He knew the deadline would get people to his door. When he advertised the Fejee Mermaid, his ad began, “Engaged for a short time...”

16. *Show roaring hippos.* Use dramatic illustrations. Your illustration helps stop people so they look at your ad. Barnum used stirring illustrations. When he was the first to show a live hippopotamus, he had the artist create a large drawing of a hippo, mouth opening, roaring. He didn’t show a hippo standing in the water doing nothing. His hippo was dramatic. And unforgettable. And attention getting. The human eye seeks action. Show it in your illustrations

17. *Be King of the Jungle.* Dominate the media where you advertise. If you don’t, the other “animals” in the marketplace will drown out your roar. Barnum’s ads were large and visible. He often placed newspaper ads on the entire top one-third of a page. He wanted his ads noticed by their position on the page. He knew size alone could help make him king of the jungle. In 1879 he ordered “the biggest and best show bill in the world.” It took his printers three months and cost Barnum \$3,000 to create, but he ended up with a gargantuan poster---big enough to cover the entire side of a building. Talk about an attention getter!

When Barnum took over the poorly managed Scudder Museum, he devoted most of his profits to advertising. While it hurt him and his family to scrimp on food and lodgings, the result was that he nearly tripled sales within the year, paid off his loan to buy the museum within two years, and quickly made the museum one of the most popular enterprises in America. As Barnum would later say, “A little advertising is a dangerous thing.” In short, once you start advertising, never stop.

Here’s another quiz for you to help integrate what you just learned in this section:

QUIZ:

1. Take one of your ads and improve it with one or more of Barnum’s above tips:

2. What did Barnum say about advertising?

3. Take any ad from any newspaper or website and see if you can improve it using one of the above methods:

HOMEWORK:

Your homework for this lesson is to write a headline for these lessons you are taking.

In other words, since you are one of the original students taking this e-bootcamp, you will have the right to resell this package later.

Well, what headline will you use on the package?

Your homework is to come up with a dozen headlines for reselling the packaged home study course.

Go through this lesson. Look at all the tips and principles. Review the quizzes. And then generate headlines to sell the package later, after the class is over.

Send your homework to joe@mrfire.com and be sure to put in the subject line "BOOTCAMP HOMEWORK" so I can clearly see it from all my other emails.

What are you waiting for?

Get working!

Dr. Joe Vitale ☺

President, Hypnotic Marketing, Inc.

#1 Best-Selling Author - "Spiritual Marketing"

Author of way too many other books to list here

See <http://www.mrfire.com>

NEW! - "The Greatest Money-Making Secret in History"