



TheGredeCompany

30-SECOND MARKETING TIP



Start With a Good Headline

Five times as many people read the headline of your ad as read the body copy.

So your headline is worth 80 cents of your advertising dollar.

To get the most out of your 80 cents, pack in your name, your key benefit, and a catchy appeal to your target audience.

Famous ad man, David Ogilvy's best headline: "At 60 Miles Per Hour, the Loudest Noise in the New Rolls-Royce Comes from the Electric Clock." This prompted the chief engineer at Rolls-Royce to comment, "It is time we did something about that damned clock."

Same goes for email. Grab them with your Subject line.

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