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## **How To Write Headlines That Work**

Are you in small business?

If so, you'll know that advertising is expensive. So how do you make small space advertising work for you?

The secret to success for small space advertising is The Headline. If you can capture their attention, you've succeeded.

If you don't, you've wasted your money.

The headline is VITAL if you want your advertisement to be seen.

Here's the Top 19 Power Words to include in your next headline.

These classic, foolproof headline words can work for any business.

1. Do you
2. How to
3. Amazing
4. At last
5. Bargains
6. Little-known secrets
7. The Secrets of
8. Life
9. Breakthrough
10. Only
11. The Truth About
12. Now
13. Sale
14. How Would
15. Advice To
16. Love
17. Facts
18. Discover
19. Confessions of

Here's an example of how they can be used in headlines:

1. How To Raise Your Child's IQ Before It Is Even Born
2. The Secret Of Being Wealthy
3. Do You Make These Mistakes In Job Interviews?

4. A Breakthrough Idea For Those Who Want To Act In Movies
5. How Would You Like To Earn A Six Figure Income From Home?
6. Confessions Of A Disbarred Lawyer
7. The Truth About Low GI Foods

They may sound a bit cheesy here, all lined up in a row.

But like them not, they work. That's why people continue to use them. Sure, it's not the most creative technique ever devised, but who cares about creativity, so long as it works!

On a small budget, you can't play with imagery, branding and logos the way Coke, Nike and Sony do. It costs big bucks to promote a brand. Small businesses can't afford to brand. It takes too long and too much money.

Promote your business by telling the consumer what they'll get when they buy your product. It's as simple as that.

That's the secret to small business advertising.

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