

# Million-Dollar Headline Secrets for Literally Any Sales Page

from the desk of  
Copywriter Ryan



## How These Tricks Made a Millionaire In Just 28 Days.

In February 2015, a new client came to me with a sales page he had made a while back.

It was doing pretty well, but he knew he could get a lot more money if he had the right copywriter take a swing at it.

So I did.

That page **exploded**. It got over 1,000,000 hits per month, and the conversion rate was *double* the old page.

**That client made a million dollars in the same month.**

Of course, these tricks won't make you rich on their own.

But they can add some serious firepower to your current sales pages.

Follow these steps, and any sales page you have will instantly start pulling in more profits.

I'm basically giving you free money.

If you *really* want to squeeze more money out of your business, send me an email about writing you a new sales page.

Until then, try out these free tips and see how much better your profits can be!

## #1: The 1-Mile Test

It seems pretty easy to take your wallet out and type in the numbers on your credit card...

but not to your customers.

People need a lot of motivation to overcome the mountain of laziness in front of them.

I like to say it's hard to convince someone to make a purchase as it is to convince them to walk a mile.



And that's what the 1-mile test is:

**Your headline should be enticing enough to get someone to walk 1 mile.**

Becoming a millionaire is *totally* worth walking 1 mile, which is why I gave this book the title, "Million-Dollar Headline Secrets."

If I called it "How to Get 3 More Customers with a New Headline," most people would have ignored it.

Is the 1-mile test overkill?

Probably. But it's better to be too exciting than too boring.

## #2: The 1-Question Trick

A good headline makes people curious.

But not *too curious*.

**Your headline should make people ask themselves only 1 question, and your product has to be the answer.**

Here's an example of a 1-question headline:

*I Gained 12 Pounds of Muscle Just in Time for My Honeymoon - Without Spending Extra Time at the Gym!*

There's only 1 question that your reader is going to ask themselves: *How did you do it?*

And since they know what information they want to get from your sales page, it'll be easy for them to scan your page and get right down to business.

Here's an example of a headline with too many questions:

*I Gained A Ton of Muscle, and You Can, Too!*

There are a lot of reasonable questions that would come out of this: *How much muscle was it? How quickly did it happen? What did you do to get it? Was it difficult?*

If you're introducing a new product to your prospect, they're going to have a lot more questions floating around, so keep that in mind when writing your headline.

## #3: The So-You-Can Technique

One of the biggest problems with most headlines is that they're too close to the product.

You might have heard that you should use "benefits," and not "features."

But even when people come up with benefits, they usually stick too close to the product, and not close enough to the prospect.

For example, maybe you sell a weight-loss product.

A headline that's close to the product would say:

*Get thinner and more beautiful in just 1 week!*

But getting thin is an effect of the weight-loss product, not a life-changing, walk-a-mile benefit.

Here's a headline that's closer to the prospect:

*The next time you see the guy you've been crushing on, he's going to take notice! Get a tighter waist in just 1 week!*

Getting a headline closer to the prospect could be it's own tip, but this is all building up to one incredibly easy trick for getting stronger benefits.

First, you list a feature of your product:

- It contains garcinia cambogia.

Then, **add "so you can" and finish the sentence.**

- ... so you can lose weight.

**And repeat the process until you can't go any further.**

- Lose weight so you can look better.
- Look better so you can get his attention.
- Get his attention so you won't be alone anymore.

At some point, it may seem like you've gone too far. "Don't be so alone!" isn't a headline that will work for most people.

However, that sort of "too far" copy will work great on the people who are still skeptical once they reach the bottom of your sales page, so save it for the hard sells at the end!



## #4: The Headline Sells the Product

They say that only 10% of people will read your entire sales page (and that number is shrinking fast).

Meanwhile, 90% of people are only going to scan the page and read the headlines.

So your headlines have to be good enough to convince people to buy your product.

Unfortunately, this isn't a quick-and-easy trick.

But when you finish your headline, just ask yourself, **“is this compelling enough to get someone to hand over their money?”**

Take this headline, for example:

*No One Thought You Could Run a Successful Business... But Today, You're Going to Make Twice the Money from Your Sales Pages (in Just 4 Minutes!)*

It might sound familiar to you; it's the headline I used to give away this ebook.

And I'm willing to bet you were ready to take me up on this offer even before you knew what I was giving you.

That's because it follows all the tricks in this ebook (plus a few of my trade secrets from years and years of copywriting).

## A Few Helpful Notes:

Thanks for taking a look at this free ebook. I hope it helps you out!

One thing I want to stress here is that *no headline on Earth* can fix a broken business.

That client I mentioned earlier, the one who's making millions of dollars from my sales page?

He did a ton of work to drive that kind of traffic.

Plus, he was selling a good product that really worked.

### **Do you need a copywriter?**

Obviously, writing copy is a service that I provide. But you might not need a copywriter to help your business.

One thing I like to say is "if you can't afford a copywriter, you don't need one."

A sales page can cost anywhere from \$1,000-\$10,000, depending on who you work with. (If you're curious, my rates are on the lower end.)

If your business isn't generating enough money to cover those costs, it's very likely that you don't need a copywriter.

After all, we can only advertise your business to the people who show up to your sales page.

If you aren't driving enough traffic to turn that \$1,000 sales page into a profitable source of income, you need to focus on improving the foundation of your business.

## **Don't waste your money.**

Use these headline tips.

I've seen people double or even triple their profits just by following these quick little tricks.

And once that happens, you may find yourself with some extra money to invest in a professional copywriter, like me.

But if your business is still only scraping by, *please don't waste your hard-earned money on a cheap copywriter.*

\$1,000 may seem like a lot of money for a sales page, but if you try to find a bargain, you'll only end up throwing away money (and your potential customers).

If you have any questions about how my copy can increase your profits even further, just send me an email at [ryandouglasrose@gmail.com](mailto:ryandouglasrose@gmail.com)!

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