

How To Create Your Own Profit Producing Headlines, Titles and Bullets

by Carl Galletti

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Headlines are the most important part of any advertisement. David Ogilvy said:

“Since headlines, more than anything else, decide the success or failure of an advertisement, the silliest thing of all is to run an ad without any headline at all - - ‘a headless wonder.’”

If headlines are that important to your ad, then you should know how to write good ones. And if you know how to write good headlines, you can also use that ability to write titles for your books, **ebooks**, reports, email, **autoresponder messages**, websites and advertising promotional materials.

Another effective technique is to put “bullets into your advertising. Here is an example of a single bullet:

- **16 Secrets For Increasing Your Income**

By putting a bunch of bullets into your ads you have an effective way to attract attention to what you are selling. And if a bullet is not appropriate to what you are selling, maybe you can first sell or give away a special report first and use the bullets to promote the report.

Here’s what you do. You create a report that is useful to the type of buyer your product or service appeals to. You know that anyone who requests your report is a good prospect for what you are selling because they wouldn’t want the information if they weren’t. In other words, the report **“qualifies”** them as a good prospect. That’s very valuable to know because it means they are more likely to buy.

Aside from a good headline and title, putting good bullets into your ad for the report will **increase the number of responses**. Which, in turn, will **increase the number of sales**.

I’ve been accused of being one of the best “bullet” writers in the world. I don’t know if that is true but herein is the method I’ve developed to create them. It works very well for me and others have told me it works well for them, too. Your results will undoubtedly be just as good. Here’s what it’s all about...

Immediately after these instructions (which you are now reading) there is a list of bullets.

A Bullet Is A Short, Punchy Item That Telegraphs Some Thought

I think of them as **MINI-HEADLINES** designed to **stimulate desire** for the product and to well-up a **craving** for it in the heart of the prospect (your reader).

The bullet should be **enticing**, almost **seductive**, in its effect. If you've done your job well, then after reading a bunch of them, your reader should be **aching** to order the product.

Here is how you can tell if you've accomplished your goal: When you read your list, it should have the same effect on **you**. If **you** feel a craving welling up inside you after reading your list of bullets, you surely have a good list and it should work very well. Be sure to read it from the viewpoint of your reader, not your own personal viewpoint as a writer. This is important. If you have trouble separating these two viewpoints, put your writing away and do something totally different. Come back to it in a few hours or days. Then try again.

If you don't have that much time, give it to some colleagues and ask them to give you their reaction. The reaction you're looking for is how much it makes them **WANT** to read more about what the bullets refer to. You don't care so much about the grammar or whatever else.

Another point to keep in mind regarding bullets is to make most of them YOU oriented. That means you write it as if you are addressing the reader. Here are a couple examples of how NOT to do it:

1. Why We Can Teach People Everything They Need To Know About Selling On The Internet
2. All About the Service Award We Won

Here's how you would rewrite them to make them YOU oriented:

1. **How You Can Discover Everything You Need To Know About Selling On The Internet**
2. **Why An Obscure Service Award We Won Means Lower Gas Mileage for You**

There are times when you want to violate this YOU orientation. For example:

- **Why the Experts are Wrong About Marketing**

This may not work too well as:

- Why You are Wrong About Marketing

There are exceptions of course. And that is one of reasons the list is helpful. It demonstrates good bullets, some of which violate the rules and some of which follow the rules. It is only by immersing yourself in these bullets that you get the "feel" for writing bullets that work.

The list that follows is a list of bullet **TEMPLATES**. A template is a pattern which can be used as a guide. And these bullet templates should be used as guides to creating or inspiring effective headlines and bullets.

After becoming thoroughly familiar with your product's features and benefits, you should scan the following list of templates, visualize how the templates apply to your product and then create an appropriate bullet or headline. Write down the good ones.

In making up your own headlines and bullets, you should freely substitute your own words and phrases for the underlined words and phrases. The underlining is merely a suggestion, a good place to start your substitution. But don't limit yourself. Feel free to also vary the other words if that seems appropriate and strengthens the power of it.

For example, for a diet product "**11 Ways To Get Smarter Almost Instantly**" might become "**11 Ways To Lose Weight Almost Instantly.**" Or "**3 Ways To Lose 10 Pounds Almost Instantly**" or "**6 Ways You Can Slim Down In The Next 30 Days.**" Notice how the first two examples made changes to only the underlined parts of the template. Also notice how the third example made changes to the non-underlined parts as well, yet it kept the same magic of the original.

The first example, "**11 Ways To Lose Weight Almost Instantly,**" merely substituted "**Lose Weight**" for "**Get Smarter.**"

The second example, however, changed the number from **11** to **3** (there were only 3 ways not 11) and "**Lose Weight**" became more specific (therefore increases believability) by using "**Lose 10 Pounds**" instead of just the general, "**Lose Weight.**"

The third example changed the number (**11** to **6**) but also took out the "**To**" and replaced it with "**You,**" a wise choice since it makes it more personal, more "**YOU**" oriented. So, "**To Get Smarter**" first became "**To Lose Weight**" and then, "**You Can Slim Down.**" And here, even the end part got changed, perhaps because losing 10 pounds instantly is probably too much to believe (or achieve). So, it was changed to "**In The Next 30 Days.**" Now, that makes it much more believable. See how it works?

These bullet templates are most useful for **bullets** and **headlines**. However, they may also be useful for inspiring **titles** as well as **captions** for illustrations.

The Bullet Templates:

- 11 Ways To Get Smarter Almost Instantly
- 99 Sure Ways To Sharpen Your Golf Game
- 16 Secrets For Increasing Your Income
- 21 New Ways To Motivate Any Athlete
- 23 Questions You Must Ask Any Job Applicant And The One Question That Will Separate The Serious Applicant From The Rest
- 56 No-Fail Strategies For Achieving Success
- 7 S.P.E.C.I.A.L. Steps To Better Listening
- 9 Ways To Avoid The Most "Deadly" Advertising Mistakes
- A Discovery So Startling It Will Literally Leave You Speechless
- A Little Mistake That Can Cost You A Fortune

- A Little Mistake That Can Ruin Years of Your Savings
- A Little Mistake That Could Ruin Your Health Almost Instantly And What You Can Do About It
- A Shocking Uncensored Letter -- For Adults Only
- A Startling Fact About The Wealthiest Man On Earth
- A New Way To Unlimited Wealth That Has Never Failed
- Amanda Jackson's No Make-Up Make-Up
- An Announcement Of Unusual Importance To Every Automobile Owner
- Being Lean: Japan's Secret Economic Weapon
- Ever Hear The One About The Farmer's Daughter?
- Five Simple Ways To Lose Weight
- Four Things You Have To Do
- Gilbert's Simple Sanity Test For Overworked Managers
- How Super-achievers Get it All Done
- How To Avoid The 10 Biggest Marketing Mistakes
- How To Become A Winner By Watching Television
- How To Bounce Back From A Devastating Loss
- How To Control Your Appetite
- How To Get Other People To Pay For Your Meals
- How To Handle Sales Objections
- How To Make The Most Out Of Your Current Financial Position
- How To Make Your Advertising Twice As Effective In Half The Time
- How To Make Yourself Twice The Person You Thought You Could Be
- How To Put Yourself On A Collision Course With Success
- How To React To Criticism
- How To Sell Against The Competition And Always Win
- How To Stop Smoking Almost Overnight
- How To Think Like A Boss -- The Three Things You Must Do
- How To Transform Your Crushing Failures Into Spectacular Successes

- How To Transform Your Ideas Into Reality
- How To Win Over Any Opponent
- Latest Updated Information On Lifestyles
- Medical Breakthrough: A New Cure To Stop Smoking
- No More Aching Back
- Now Revealed For The First Time -- The Amazingly Simple Technique To Earn \$25,000.00 A Month!
- Prevention's Best Weight-Loss Ideas
- Secrets Of The Ancient Alchemists
- Seven Terrific Speakers and What They Can Teach You About Self-Promotion
- Seven Terrific Speakers Tell You Exactly What To Do About Stage Fright
- The "Rule of 7" and How It Can Make You Rich
- The #1 Most Effective Way To Overcome Your Most Self-Destructive Thoughts
- The #1 Secret Of The Diet Doctors
- The (Absolutely) Last Word On AIDS
- The 10 Secrets To Professional Speaking And Why You Should Never Use Them
- The 10-Word Rhyme That Will Help You Remember Exactly What To Do When You Get Too Uptight
- The 11 Selling Secrets Of Million Dollar Sales Letters
- The 12 Strategies That Will Guarantee You Get The Results You Want
- The 13 Reasons Why You Should Have A Positive Mental Attitude
- The 201 Most Powerful Persuasion Statements Of All Time
- The 23 Ways To Turn Your Life Around
- The 90-Second Miracle
- The ABCs Of People Management
- The Amazing "M.U.D.D." Technique
- The Amazing 2,000 Year Old Secret
- The Amazing Diet Secret Of The Ancient Chinese...Revealed For The First Time

- The Amazing Discovery That Will Change Your Life
- The Amazing New Diet Secret Of A Desperate Bride-To-Be
- The Amazing Secret That Brave Men Died For
- The Amazing Secret That Shocked the World
- The Amazing Solution To The Incredible Mystery Of The Missing Profits
- The Amazing Winning Secret Of A Little-Known New Jersey Billionaire
- The Amazing Winning Secret Of A Losing Athlete
- The Amazingly Simple Technique That Almost Everyone Ignores
- The Amazingly Simple Technique That Almost Everyone Needs
- The Best And Worst Diet Ideas From Prevention
- The Best Kept Business Secrets In America
- The Book That Took Forty Years To Write
- The Can't Miss System For Investing in Stocks
- The Can't-Miss System For Getting A Raise
- The Case Against Yelling At Referees
- The Case For Yelling At Referees
- The Complete Guide To Finding the Perfect Woman
- The Cosmo Formula For Looking Your Best
- The Crimes You Commit Against Your Mind
- The Crucial Factor That Determines Whether Or Not You Get Promoted
- The Crucial Role of the Cassette in Mental Training
- The Crucial Step For Achieving Success
- The Crucial Step For Women Executives
- The Excellence Principle
- The Explosive Technique For Fighting Off A Mugger
- The F.R.E.D. Factor
- The Five Deadly Mistakes You Can Make When Asking For A Raise
- The Five Direct Marketing Don'ts

- The Four Legendary Direct Mail Copywriters And What They Had In Common
- The Four Reasons Why Using a Lawyer May Be Dangerous To Your Wealth
- The Four Steps To Absolute Peace
- The Galletti Method For Super Success
- The Get-Rich Phenomenon And What It Means To You
- The GILBERT Technique For Managing Your Time
- The Instant Cure For Insomnia
- The Key Greatest Speakers Of All Time: Who They Are And How They Succeed
- The Last Word On Buying A Home Computer
- The Last Word On Making Money
- The Machine That Changed The Advertising World
- The Mysterious Secret That Unlocks The Key To Success
- The Mystery To Motivating Athletes And How You Can Solve It
- The New Discovery That Made An Average Athlete A Superstar
- The No-Fail Way To Get Your First Job
- The No-Sweat Study Guide
- The Number One (#1) Most Powerful Word In The English Language
- The One Greatest Resource On How To Make Money
- The One Key To Health That Almost Everyone Forgets
- The One Most Important Piece Of Business Advice You'll Ever Get
- The One Most Powerful Way To Overcome Your Fears
- The One Phone Number That Can Change Your Life Instantly
- The One-Minute Test To Determine Your Potential
- The Pandora Factor
- The Proven Formula For Doubling Your Income in 90 Days
- The Proven Formula For Doubling Your Sales
- The Revolutionary New Discovery That Was Forty Years In The Making
- The Secret Formula That Kept Cleopatra Young...Revealed Here For The First Time

- The Secret Nobody Knows About
- The Secret Of Perfect Putting
- The Secret of the Ages
- The Simple Formula For Improving Your I.Q.
- The Simple Four-Question Test You Have To Pass If You Ever Want To Become A Winner
- The Simple Quiz For Men Who Are Considering Infidelity
- The Six Biggest Mistakes You Can Make In Public Speaking And How To Avoid Them
- The Strange Reason Why Winning May Be Fatal
- The Super Go-Buy System for Saving Money
- The Technique That All Superstars Use To Almost Always Win The Big One
- The Ten Best Books On Advertising
- The Ten Best Resources For Entrepreneurs
- The Ten Commandments Of Confidence
- The Ten Commandments Of Successful Advertising
- The Ten Major Reasons Women Get Divorced
- The Terrible Truth About AIDS
- The Three Books You Must Read About
- The Three Books You Must Read If You Expect To Succeed in Life
- The Three Critical Questions To Ask Yourself After Every Single Speech
- The Three Diet Secrets Of The Orient
- The Three Most Important Steps To Achieving Success
- The Three People You Have To Speak To About Your Shaky Marriage
- The Three Plus One System For Advancing Your Career
- The Three Reasons You Should Never Give When Buying A Car
- The Truth About Love Potions
- The Truth About Starting A Mail Order Business
- The Two-Hundred-Year-Old Mistake
- The Ugly Truth About Infidelity

- The Ultimate Way To Improve Your Memory
- The Very Best Advice Money Can Buy
- The World's Most Amazing Way To Double Your Income Almost Instantly
- Three No-Nonsense Ways To Motivate Anyone
- Three Powerful Reasons Why You Should Never Tell A Lie
- Three Powerful Reasons You Should Always Tell The Truth
- Three Things You Must Do
- Three Ways You Can Turn Hobby Into A Career
- TQP + CRM = QHP (Total Quality Management + CRM Films = Quality Human Performance)
- Wall Street's Best Kept Secret
- What Airlines Don't Want You To Know About Buying Tickets
- What Every Good Nurse Should Know
- What Every Married Women Should Know About Sex
- What Every Speaker Must Know About Researching A Subject
- What Everyone Should Know About Buying Stocks in a Recession
- What It's Like To Receive Thousands of Dollars in the Mail Each Day
- What Muhammad Ali Can Teach You About Success
- What Never To Eat On Airplanes
- What To Do When You Are Overwhelmed By Failure
- What Tom Seaver Can Teach You About Concentration
- What You Can Learn From The Mentally Toughest Athlete Of All Time
- What You Can Learn From The Things You've Been Overlooking
- Whatever Became of You Know Who?
- When To Use These Techniques And The Three Critical Times You Should Never Use Them
- Where To Find The Greatest Motivational Stories Of All Time
- Why A.C.R.O.N.Y.M. Can Mean Instant Success for You
- Why Everybody's Wrong About the Arabs
- Why Everyone Is Wrong About The Economy

- Why Everyone Listens When Joe Paterno Talks
- Why It Now Makes Sense To Buy Your Own Home
- Why Nobody Believes World Peace Is Possible
- Why Over 978 Smart People Have Paid \$15,000 For A 5-Day Seminar
- Why Should Anybody Ever Buy A Home Computer
- Why Some Athletes Are Irresistibly Drawn Toward Failure
- Why Some Athletes Never Choke
- Why Some Athletes Never Win The Big One
- Why Some Athletes Self-Destruct in Crucial Situations
- Why The Old Coaching Techniques Don't Work Anymore!
- Why The Top Twenty High School Football Coaches Use These Techniques
- Why You Should "Throw Away" Everything You Ever Knew About Sport Psychology
- Your Amazingly Simple Guide To The Most Powerful Techniques Ever Developed

This was taken from my **“Marketing Made-Easy Workshop.”** If you liked these bullet templates, you will also like **“2001 Of The Greatest Headlines Ever Written.”** It gives you many more ideas and is specifically for headline writing. If you are interested, go to the website: <http://www.adsecrets.com/2001>. Or contact me. The best way to find my current contact info is to go to one of my websites either <http://www.AdSecrets.com> or <http://www.CopyCoach.com> . Or you can go to: <http://www.CarlGalletti.com> which has all of my websites listed.

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