

# Headline That Hits Important & Relevant Issue Goes Here

*Note: Stock Photos and Other Visual Reinforcements  
Can Be Added Later by the Graphic Designer*

## Sub-headline That Continues To Tell The Story Or Introduces The Solution Goes Here

### **This Sub-headline Should Continue To Tell The Story.**

Your main headline and sub-headlines will do the heavy lifting for you. It's critical that all of your headlines tell a complete story when read consecutively. That's why you need to fill out this template with headlines **ONLY** the first time through... then you can check them for consistent flow. Your Headline Bank should give you plenty of inventory to choose from.

### **This Sub-headline Should Continue To Tell The Story.**

So how can you know if your marketing piece has consistent flow? Simple... choose a main headline that hits your customer's main problem or frustration when doing business in your industry. The reader will then unconsciously search for additional, clarifying information. Your next sub-headline better have it—or you'll cause them to disengage!

### **This Sub-headline Should Continue To Tell The Story & Introduce Solutions.**

Once the reader is engaged by the first one or two sub-headlines that flow well together, your following sub-headlines can go into more detail about solutions that overcome the problems/situations discussed in the initial sub-headlines.

### **This Sub-headline Should Continue To Tell The Story & Introduce Solutions.**

After you have the headlines right, you'll be ready to go back and replace this instructional text with real "educate" text that accentuates the important and relevant issues and starts building the case for the product/service being marketed. Write like people talk; it makes you seem more relatable. Use simple words and short sentences. Use specific names and numbers where applicable.

### **This Sub-headline Should Let The Reader Know There's A Low Risk Way To Take The Next Step.**

You have to introduce your offer in the last sub-headline. Remember, the brain will be quickly scanning the paragraphs, and the headlines must tell a complete story. The last paragraph should explain what the informational offer and/or incentive is, and how the reader can take advantage of it.

#### **Info Offer** *and/or* **Incentive Offer**

An info offer should have a compelling title that readers can quickly pick up and understand (ex. **"XYZ Idea Guide"**).

Incentive Offers are even easier. Just say what it is... making sure to always include the \$ value

(ex. **This Month Get A FREE Grass Catcher With Each Mower Purchase (\$175.00 value)!**)