Product/service being sold: .....

Completed by: ..... Date: .....

Step 1 – List every possible benefit	
Imagine that you are the customer. Then, answering the questions below, write down every single benefit and advantage the product or service could possibly give to you.	
1	Scientists have identified five basic needs that are shared by all human beings. So how will the product or service help me with... ... my **physiological** needs? (ie to eat, drink, breathe, be warm and dry etc) ...my need for **security**? (ie to be safe, free from risk, protected from the unexpected etc) .... my need for **love and belonging**? (ie relationships, affection, friendship & community etc) ... my need for **recognition**? (ie to be valued and perhaps even admired by others) ... my need for **fulfilment**? (ie improving my life and my achievements, and realising my potential, so that I feel fulfilled and content)
2	Psychologists tell us that the two most basic forms of motivation are to avoid pain and gain pleasure. So how will the product or service... .... help me to **avoid pain** ... help me to **gain pleasure**

3	The Biblical "seven deadly sins" are widely accepted as key aspects of experiencing pleasure. So what has this product got to do with.... .... my **gluttony**? (ie wanting more food) ... my **avarice**? (ie wanting more money) ... my **envy**? (ie wanting what other people have got) ... my **pride**? (ie wanting other people to be impressed) ... my **laziness**? (ie wanting an easier life) ... my **lust**? (ie wanting the opposite sex) ... my **anger**? (ie wanting to get even or right a wrong)
4	There may be other hidden benefits. For example, how will the product or service help... ... me to overcome my fears? ... me to become a more confident or stronger person? ... me to overcome my feelings of guilt? ... me to remove or reduce my worries, losses, risks and mistakes?

	... me to save, earn or achieve? ... me to create a better future for myself and the people I love?

Step 2 – Write at least 20 possible headlines	
Drawing on what you have just discovered, write at least 20 headlines using some or all of the opening phrases given below. Don't worry if an opening phrase doesn't seem right... simply move on to the next one.	
5	How... *Note: Extra space has been left here since US research shows that 23% of the most successful headlines of all time start with the word "How"*
6	How to....
7	Why...
8	Discover...
9	At last...

10	New...
11	Finally...
12	Yes, you too...
13	The secret...
14	Imagine...
15	The latest about...
16	Don’t...
17	Don’t let...
18	Your guide to...
19	Save...
20	Free...

21	Have you ever...
22	Now...
23	You...
24	Accept...
25	Master...
26	Take...
27	Improve...
28	Reveal...
29	Win...
30	Earn...
31	Get...

32	What is it...
33	When...
34	Here...
35	Warning...
36	Do you...
37	Is your...
38	Learn...
39	Change...
40	Own...
41	Choose...
42	Let yourself...

43	Seven ways to...
44	9 steps to...
45	Become...
46	Do...
47	Use this space for any other headlines you can think of

Step 3 – Test to discover the best

- Highlight the headlines that you think are best – and then leave the exercise alone for a few days
- In a couple of days re-read everything you've written, and add or change whatever now feels right
- Pick the headlines that you think are most likely to work (which is not necessarily the same as your favourite headlines!)
- Write each of your chosen headlines on the front of a separate envelope
- Lay out the envelopes on a table
- Invite a group of people (ideally customers, but friends and colleagues will do) to pick the envelope that they would most like to open and read. NB: If you have less than 10 people helping you in this way you will probably need them to pick the two envelopes they would most like to open in order to get a meaningful sample
- Use their reactions to narrow the field down to the two "best" headlines
- Test both headlines before launching your full campaign. For example, if the headlines are to be used in a direct mail campaign, send a test mailshot with, say, 500 letters using one headline, and another 500 using the second headline.
- Measure the results, and use the one with the best results in the full campaign
- Remember, experts say that the headline accounts for 40-50% of success in marketing. **So it really is worth going to all this effort to get your headlines right.**

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