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Persuasion Starts with a Good Headline

It's been said that the most important part of any ad is the headline. It's the first thing read, and if written properly, should arouse the interest of the reader to find out more. David Ogilvy, a pioneer of modern advertising writes, "On average, five times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90% of your money."

Here are suggestions for writing effective headlines:

- Use short, simple words, usually no more than 10.
- Promise a benefit, demonstrate a solution, provide news or vital information.
- Select your audience and appeal to their self-interest.
- Inspire the reader to go on with curiosity-provoking statements.
- Make sure your headline works in complete harmony with the visual.

Fred Riger
Advertising
Agency, Inc.

Fred Riger Advertising Agency, Inc.

53 Chenango Street • PO Box 1623 • Binghamton, NY 13902-1623 • Phone 607.723.7441 • Fax 607.723.7623 • E-Mail agency@riger.com • Web site www.riger.com

