Your How-To Headline Goes Here

Your Name or Your Company Name

You want to begin with a qualifying statement. It's best to keep this down to two to three punchy sentences.

Tell your reader what their about to discover by referencing the specific number of things you're going to share with them in the number list below.

The Main Point

Begin each item on your numbered list by stating the main point of that item. For example, main point is about … "Increasing traffic to your website"

Bold the Main Point

Use this every time. It helps the reader's eye scan the page. When the reader sees something in bold that interests them, it will cause the eye to focus there and he'll begin reading in earnest.

Use Short Sentences

Because they're easier to read.

And let's face it, if it looks like it'll be hard to read, nobody's going to want to read it.

If you want to see how powerful this is, go get James Patterson book.

He's one of the best selling fiction authors of all time, and his sentences are super short.

Use Short Paragraphs

Again, it makes everything easier to read. And again James Patterson books prove how well this works.

His paragraphs are really short. And he sells millions of books. We model what works, so model that style. Try to keep yours under four lines of text.

Always Make it Good

Don't just list stuff so it looks like there's a lot going on. Remember. You're essentially selling the reader on liking what you've got before he even opts in. So this really needs to provide value.

Use Sub-Headlines

They make it flow better, and they retain the reader's attention.

A good formula is to bring up a question the reader might have and use it as a sub-head.

You can do it with, or without the question mark.
Like this:

**What To Do If You Don't Know How
To Make Clean-Looking Web Pages**

Create Your Ad Copy

Using a word processor like Pages for the Mac or MS Word for the PC. You can lay it out exactly how you want it and then get it turned into whatever you want such as;

Email
Ads
Blog Posts
Website Pages
Social Media Posts

Test Using Pictures

Sometimes they increase response. Sometimes they don't. But test them to see.

Always Have an Optin

Every time you mention your free information that you have available, simply hyperlink that text to the opt in page.

I recommend you provide many links for opportunities for your prospect to optin.

Always Sell the Optin

Listen. Just because you're using this superior approach doesn't mean you don't have to try as hard.

Really describe the benefits your free stuff will provide. Let them know exactly what they'll receive and what it will do for them.

And tell them why it's important, and why it's different from what others might have.

Model the Master

A great way to sell the opt in is to do it like Louis Engle or David Ogilvy.

Their approach was pretty straightforward.
They would say something like:

Your probably going to have more questions.

Naturally this isn't everything we could tell you about the stock and bond business because if we printed everything, it could take up several volumes.

But if you would like more information, no problem.

Just complete the small form below and we will send it to you right away.

Materials for your reference:

Louis Engel
http://www.crsp.com/research/louis-engel-man-who-brought-wall-street-main-street

David Ogilvy
http://en.wikipedia.org/wiki/David_Ogilvy_%28businessman%29
http://www.ogilvy.com/About/Our-History/David-Ogilvy-Bio.aspx
http://www.pinterest.com/socialogilvy/classic-ogilvy-ads-a-traditional-infographic/