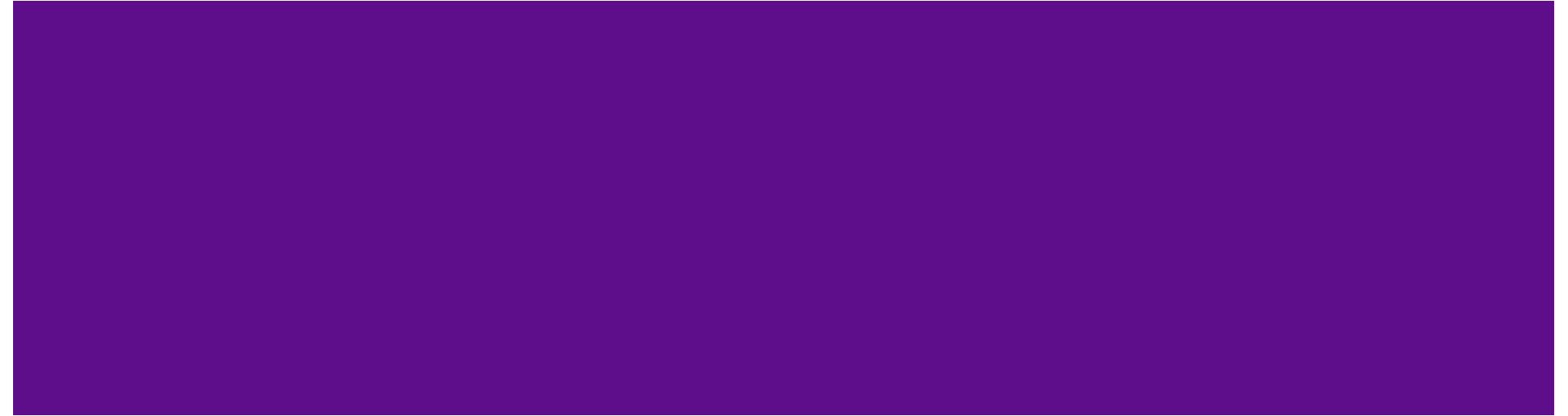


Compelling Ad Copy

When you are not a copywriter



A compelling headline is 80% of your ad

David Ogilvy - Ogilvy & Mather founder - the king of advertising.

Must catch the targeted prospect's attention.

It must also make a promise

It should introduce the rest of the copy

Compelling Headlines

- Direct Headlines
- Indirect Headlines
- News Headlines
- How-to Headlines
- Question Headlines
- Command Headlines
- Reason-Why Headlines
- Testimonial Headlines



Mid-Season Sale Now On
[stylerunner.com](https://www.stylerunner.com)

Time to update your fitness wardrobe? Save on big brands including adidas, Nike, Puma & mo...

Direct Headlines

Direct headlines, as the name suggests, go right to the point. They're not trying to be clever or witty but simply state what you offer. For example:

- New superman t-shirts in stock now!
- Grumpy t-shirts – 30% off,
- Free Facebook Ads Guide

Indirect Headlines

Indirect headlines work in the opposite way.

They target our natural curiosity. Reading them should raise questions in the reader's mind that are answered in the body of the ad.

Headline: "What to Expect from Email Marketing"

Body: "An Email marketing course revealing every strategy that works."



Suggested Post



American Express

Sponsored · 🌐

Amex Everyday rewards you for how often you shop, not just how much you spend. Plus, you can enjoy a 0% intro APR offer. Terms Apply. [Learn More.](#)

Today needs a new way to watch the big game.



Introducing the Amex Everyday Credit Card

Earn 10,000 Points. [Learn More.](#)

AMERICAN EXPRESS

Like · Comment · Share · Buffer · 22 1

News

Humans are suckers for news.

We want to be in the know, all the time.

It's no surprise then that headlines containing latest news work so well at attracting our attention. So, if you have news about your product or service, **announce it** in the headline.

- Maybe you've introduced a new product.
- Added a new feature or made significant improvements to an existing one or,
- Came up with a new application for a product.

How-to Headlines

How-to headlines work as they offer a promise of information and solution to a reader's problems, i.e.

- How to manage a remote team.
- How to grow your business with social media.
- How to increase your ad revenue.

These headlines are also super easy to write, providing that you know your audience and have identified their main pain points, of course.



How To Create an eBook in 30 Seconds
Click To Watch The Video Demonstration

Want to Create Stunning eBooks & Lead Magnets
Less Than 30 Seconds Without Ever Writing...

Can you guess where *your* customers are hiding?



Customer Avatar Worksheet

digitalmarketer.com

Whether we're rolling out a new brand, offer, traffic campaign or content plan, the first...

Question Headlines

A good question can arouse our curiosity and yes, draw attention. But for that to happen, the question must relate to something a reader empathize with or would like to know more about.

When writing question headlines, make sure that you ask about something a reader already knows about, but hint at what they may not know.

This strategy is called **curiosity gap** and it focuses on the fact that we are not curious about something we know nothing about.

Command Headlines

Cut to the chase!

Command headlines tell readers exactly what to do. They start with a strong verb demanding action and proceed to describe what action the reader should take. For instance:

- Grab This Free Course Now!
- Get On the List Before It's Too Late!
- Try Ignoring this Ad!



3-Ingredient Coconut Rough Fudge
foodiful.com.au

This retro recipe is guaranteed to bring the smiles



There's a Better Way to Track Time
getharvest.com

Free trial: Harvest makes time tracking as simple as clicking a button.

Reason Why Headlines

This is one of the most common techniques used when writing list posts blog titles but it can be used equally well in advertising.

The “Reason why” headlines work in a simple way – they suggest tips or benefits of using a product or service.

Testimonial Headlines

No one can sell your product better than a customer. And sometimes the easiest way to create an attention-grabbing headline is to use a direct quote from a client:

- “[Product] helped me increase sales by 132%”
- “After switching to [Product] our productivity has never been better.”

This works particularly well with lookalike audiences

