

20 Prehead Templates

1. Shock your readers.

1a. _____ Have LIED to You!

- The Internet Marketing Gurus Have LIED to You!

1b. The Rumors are TRUE: _____ – and You Could be Next!

- The Rumors are TRUE: The Government is Spying on Citizens – and You Could be Next!

1c. _____ is DEAD!

- PPC Marketing is DEAD!

2. Ask a qualifying question.

2a. Are you having problems _____?

- Are you having problems getting pregnant?

2b. Do you ever dream of _____?

- Do you ever dream of building your own log home?

2c. Would you like to _____ that will amaze your friends?

- Would you like to teach your dog tricks that will amaze your friends?

3. Make a statement to qualify the prospect.

3a. You're tired of _____!

- You're tired of the never-ending housework!

3b. Your _____ - if only there was an easier way!

- Your back aches from weeding the garden - if only there was an easier way!

3c. Your _____ makes you feel like you're at the end of your rope...

- Your teenager makes you feel like you're at the end of your rope...

4. Tap into the prospect's wants.

4a. You just want to get rid of your _____ once and for all...

- You just want to get rid of your migraines once and for all...

4b. So you want to write _____

- So you want to write the next great American novel...

4c. You wish you had a _____

- You wish you had a bikini body...

5. Mention a specific group.

5a. Attention, _____!

- Attention, arthritis sufferers!

5b. Heads up, _____ !

- Heads up, football fans!

5c. An open letter to _____...

- An open letter to aspiring Haiku poets...

6. Offer a statistic.

Note: These are mostly fictional examples so DON'T use them.

6a. There's a ___% chance _____ already has _____...

- There's a 77% chance your cat already has worms...

6b. ___% of _____ give/recommend this _____ to their own families / friends / colleagues – shouldn't you be taking/using it too?

- 95% of doctors give this heart-healthy supplement to their own families – shouldn't you be taking it too?

6c. Only ___% of _____ will succeed – let's make sure [yours is]/[you are] one of them...

- Only 5% of new business starts up will succeed - let's make sure yours is one of them...

7. Offer a fact or expert opinion.

Note: Again, these are fictional so DON'T use them.

7a. _____ predict that ___% of _____ will be _____ by _____ within _____...

- Security experts predict that 80% of all computers will be infected by the McNasty Virus within three months...

7b. _____ experts are predicting _____ - are you ready?

- Weather experts are predicting 23 major hurricanes this season - are you ready?

7c. _____ is considered one of the most _____ to _____ (but it doesn't have to be)...

- San Francisco is considered one of the most expensive places to live in the U.S. (but it doesn't have to be)...

8. Mention a specific problem.

8a. Researchers just discovered the cure to the _____!

- Researchers just discovered the cure to the common cold!

8b. New _____ turns your _____ into _____!

- New software turns your mediocre articles into traffic-sucking profit machines!

8c. Amazing breakthrough _____ virtually/literally/permanently/magically _____!

- Amazing breakthrough supplement virtually eliminates joint pain!

9. Warn the reader.

9a. WARNING: _____ could change your life!

- WARNING: This letter could change your life!

9b. Warning: You're only going to see _____ once!

- Warning: You're only going to see this offer once!

9c. Warning: _____ is downright dangerous in the wrong hands...

- Warning: This mind-control information is downright dangerous in the wrong hands...

10. Arouse the prospect's curiosity.

10a. You're about to discover which common _____ turns _____ into _____... instantly!

- You're about to discover which common fruit turns drab, dull hair into shiny, beautiful hair... instantly!

10b. Do you make these common _____ mistakes?

- Do you make these common trout fishing mistakes?

10c. Has _____ ever said this to you?

- Has your teenager ever said this to you?

11. Give a benefit and a timeframe.

11a. In just ____ minutes/hours/days/weeks/months from now you'll finally know the truth about _____!

- In just two minutes from now you'll finally know the truth about getting into law school!

11b. You could be _____ by _____!

- You could be pulling in hundreds of targeted visitors by later this afternoon!

11c. Give me ____ minutes and I'll show you how to how to _____!

- Give me five minutes and I'll show you how to how to land your dream job!

12. Mention a credible source.

12. As seen on/in _____

- As seen on the MasterChef cooking show...
- As seen on the BBC...
- As seen in the February issue of Prevention magazine...

13. Post part of a testimonial.

13a. "You'll never find a better way to _____!"

- "You'll never find a better way to whiten your teeth!"

13b. "If I can _____ this easy – and I _____ – anyone can!"

- "If I can lose weight this easy – and I LOVE desserts – anyone can!"

13c. "This _____ has/includes the _____ I've ever tried/used/seen!"

- "This recipe book includes the BEST French onion soup recipe I've ever tried!"

14. Post part of an endorsement / testimonial from a niche celebrity.

14a. _____ says "_____"

- Tiger Woods says "If you want to know the secrets of improving your golf game, grab this book!"

14b. _____ expert _____ says "_____"

- Marketing expert Nick James says "This is the best keyword tool on the market today!"

14c. Find out why famous _____ are absolutely RAVING about _____!

- Find out why famous chefs Raymond Blanc and Michel Roux are absolutely RAVING about this new cookbook!

15. Use social proof by providing the stats.

15a. Find out why ____ other _____ couldn't wait to grab _____!

- Find out why 5735 other snowboarders couldn't wait to grab this book!

15b. ____ satisfied customers/members/users can't be wrong!

- 1838 satisfied customers can't be wrong!

15c. ____ other _____ are reading this page right now – but only ____ of you will get in.

- 7936 other back pain sufferers are reading this page right now – but only 77 of you will get in.

16. Make the sales letter forbidden.

16a. _____ wants to BAN this book!

- The Catholic Church wants to BAN this book!

16b. Here's what _____ doesn't want you to know!

- Here's what the government doesn't want you to know!

16c. Right now ____ around the city/country/world are trying to ban this book – get yours before it's banished from YOUR _____!

- Right now 214 schools around the country are trying to ban this book – get yours before it's banished from YOUR local bookstore and libraries!

17. Qualify the prospect by "disqualifying" others.

17a. If you are/have [already] _____, then you don't need to read this letter.

- If you're already a millionaire, then you don't need to read this letter.

17b. If _____ is ready for _____, then you can click the back button now.

- If your body is ready for swimsuit season, then you can click the back button now.

17c. If you've never _____, then you don't need to read _____...

- If you've never gotten a cold, then you don't need to read this startling new health report...

18. Qualify the prospect and urge them to keep reading.

18a. If you've ever dreamed of _____, then you'll want to read every word of this letter.

- If you've ever dreamed of piloting your own plane, then you'll want to read every word of this letter.

18b. If you've ever wanted to _____ but you thought it was _____, then you'll want to read every word of this letter.

- If you've ever wanted to go to Europe but you thought it was too expensive, then you'll want to read every word of this letter.

18c. If you've ever wanted to _____, then you'll want to read every word of this letter.

- If you've ever wanted to learn how to paint watercolor masterpieces, then you'll want to read every word of this letter.

19. Command the reader to do something.

19a. _____. _____. And then read every word of this letter...

- Turn off your phone. Lock the door. And then read every word of this letter...

19b. If you've ever wanted to _____, then _____ and read every word of this letter...

- If you've ever wanted to discover the secrets of writing a killer resume, then plant yourself firmly in your chair and read every word of this letter...

19c. If you suffer from _____, then read every word of this letter...

- If you suffer from chronic tension headaches, then read every word of this letter...

20. Get prospects to start imagining the benefits.

20a. Imagine you, _____.

- Imagine you, a rich and famous author.

20b. Imagine how it would feel/look _____ who/which is _____.

- Imagine how it would feel being a full-time RV'er who is just enjoying the good life.

20c. Imagine being a _____ who can _____...

- Imagine you, a master of persuasion, who can sell anything to anybody...