

20 Posthead Templates

1. Tell the prospect he can do it too.

1a. Yes! You Too Can _____!

- Yes! You Too Can Improve Your Bowling Score!

1b. I Discovered the Secrets of _____ – And You Can Too!

- I Discovered the Secrets of Making a Living Selling Other People's Junk – And You Can Too!

1c. At Last! Now You Too Can Quickly and Easily _____!

- At Last! Now You Too Can Quickly and Easily Build Your Own Swimming Pool Solar Panels!

2. Assure the prospect that it's easy to receive the benefit.

2a. Now You Can Learn to _____ – And It's Easier Than You Ever Thought Possible!

- Now You Can Learn to Sail Like a Seasoned Captain – And It's Easier Than You Ever Thought Possible!

2b. Here's How to Effortlessly/Easily/Magically/Automatically _____!

- Here's How to Effortlessly Save for Your Child's University Education!

2c. Here's the Easy Way to _____!

- Here's the Easy Way to Learn to Speak Spanish!

3. Mention something surprising about the benefit and crush an objection.

3a. Now You Too Can R _____ – Even If You Can't _____!

- Now You Too Can Remodel Your Own Kitchen – Even If You Can't Read a Measuring Tape!

3b. Now You Too Can _____ – Even If You're Already _____!

- Now You Too Can Retire as Millionaire – Even If You're Already 55!

3c. Now You Too Can _____ – Even If You Can Only _____!

- Now You Too Can Become an Artist – Even If You Can Only Draw Stick Figures!

4. Create a sense of urgency using a discount and a deadline.

4a. Hurry, _____ Ends _____!

- Hurry, 50% Discount Ends Tonight!

4b. Heads Up: Leave This Page and This ___% Off Discount Disappears!

- Heads Up: Leave This Page and This 60% Off Discount Disappears!

4c. Act Now and I'll _____!

- Act Now and I'll Slice a Full 40% Off the Regular Price!

5. Create a sense of urgency using scarcity.

5a. Hurry, Only the Next ___ People Who Act Now Will _____!

- Hurry, Only the Next 27 People Who Act Now Will Lock In Their Membership!

5b. ___ Members/Copies Are/Were Allowed/Printed/Produced – But Only ___ Remain! Grab Yours Now Before They're All Gone!

- 350 Copies Were Printed – But Only 73 Remain! Grab Yours Now Before They're All Gone!
- 500 Members Are Allowed – But Only 47 Spaces Remain! Grab Yours Now Before They're All Gone!

5c. Just ___ Copies are Left in Stock – Get Yours Now to _____!

- Just Three Copies are Left in Stock – Get Yours Now to Avoid Printing Delays!

6. Mention a limited-time bonus.

6a. Act Now and You'll Get _____ That Shows/Gives You _____!

- Act Now and You'll Get a FREE Report That Shows You How to Get Rid of Age Spots!

6b. Today Only: Order Now and You'll Get _____ Absolutely FREE!

- Today Only: Order Now and You'll Get the Audio Version of This Shocking Report Absolutely FREE!

6c. Plus if You Order Within _____ You'll Get a Free _____!

- Plus if You Order Within the Next 30 Minutes You'll Get a Free Low-Calorie Recipe Book!

7. Mention a bonus limited to X number of people.

7a. If You're One of the Next ____ People to Act Now, You'll Get _____!

- If You're One of the Next 27 People to Act Now, You'll Get a FREE Dog Training DVD!

7b. Heads Up! Be One of the Next ____ People to Join/Order/Signup and You'll Get a _____ Absolutely FREE!

- Heads Up! Be One of the Next 9 People to Join and You'll Get a Gold Panning Training Guide Absolutely FREE!

7c. Hurry, the Next ____ People to Act Now Will Get _____!

- Hurry, the Next 23 People to Act Now Will Get a Free Wedding Planning Guide!

8. Mention the price.

8a. Just \$____ - You Won't Find a Lower Price Anywhere!

- Just \$14.97 - You Won't Find a Lower Price Anywhere!

8b. And You'll Get It All for Just \$____!

- And You'll Get It All for Just \$27!

8c. Why Pay More Somewhere Else? Get Yours Here for Just \$____!

- Why Pay More Somewhere Else? Get Yours Here for Just \$7!

9. Mention the guarantee.

9a. _____ or You'll Get Double Your Money Back!

- Lose 20 Pounds or You'll Get Double Your Money Back!

9b. You'll Make at Least \$____ in the Next ____ Days - GUARANTEED!

- You'll Make at Least \$1377 in the Next 60 Days - GUARANTEED!

9c. If Your _____ Don't Disappear in ____ Days, I'll Buy This Book Back From You - Guaranteed!

- If Your Stretch Marks Don't Disappear in 60 Days, I'll Buy This Book Back From You - Guaranteed!

10. Command the prospect to keep reading.

10a. Keep Reading to Discover How You Can Learn to _____!

- Keep Reading to Discover How You Can Learn to Build a Birdhouse!

10b. Keep Reading to Find Out the Secrets of _____!

- Keep Reading to Find Out the Secrets of Improving Your Memory!

10c. Keep Reading to Learn _____ Your Competitors Don't Want You to Know!

- Keep Reading to Learn the Wrestling Moves Your Competitors Don't Want You to Know!

11. Tell the prospect what the letter (or product) is NOT about.

11a. This Isn't About _____. It's Not About _____ or _____. In Fact It's Unlike Anything You've Ever Seen Before!

- This Isn't About Search Engine Scraping. It's Not About Splash Pages or Keyword Stuffing. In Fact It's Unlike Anything You've Ever Seen Before!

11b. You Don't Have to _____. You Don't Have to _____. You Don't Even Have to _____! You'll Be Amazed When You Discover Just How Easy It Is to _____...

- You Don't Have to Starve Yourself. You Don't Have to Undergo Painful Gastric Band Surgery. You Don't Even

Have to Exercise! You'll Be Amazed When You Discover
Just How Easy It Is to Lose Weight...

11c. You Can _____ and _____ Without _____! _____:

-- WITHOUT _____!

-- WITHOUT _____!

-- And WITHOUT _____!

- You Can Save Money and Help the Environment Without
Going to Extremes! Go Green Now:

-- WITHOUT Becoming a Vegetarian!

-- WITHOUT Driving Like an 80 Year Old Grandmother!

-- And WITHOUT Trading In Your Beloved SUV!

12. Offer proof of your headline by using a testimonial.

12. Read on to discover why satisfied customers like _____ say/rave
" _____ "

- Read on to discover why satisfied customers like Katherine Ross say "I never knew raising alpacas would be so easy!"
- Read on to discover why satisfied customers like Greg Smith rave "I built my 1835 member downline in just two weeks!"
- Read on to discover why satisfied customers like Jose Rodriguez say "I'm IMPRESSED! I lowered my cholesterol in just 30 days using the WowzaZipBamBoom System!"

13. Raise the “skeptical” objection.

13a. “You’re Probably _____ Right Now (And I Don’t Blame You). But Give Me Just ____ Minutes/Days/Weeks and I’ll Prove That You Too Can _____!”

- “You’re Probably as Skeptical as an Atheist In Church Right Now (And I Don’t Blame You). But Give Me Just Two Minutes and I’ll Prove That You Too Can Put a Profit In Your Pocket Simply By Flipping Foreclosure Properties!”

13b. “It Seems _____, Right? ____ Ago I Thought the Same Thing...”

- “It Seems Almost TOO Good to be True, Right? One Year Ago I Thought the Same Thing...”

13c. “You Probably Don’t Believe Me – Most People Don’t. But _____

- “You Probably Don’t Believe Me – Most People Don’t. But Those Who Do Start Pulling Down Checks Like This:”
[insert some sort of proof]

14. Raise the “price” objection.

14a. And Best of All You Can Get _____ for the Price of _____!

- And Best of All You Can Get This Complete Package of 15 Products for the Price of ONE!
- And Best of All You Can Get This Incredible Software for the Price of a Small Pizza!

14b. And Just Wait Till You See the Ridiculously Low Price – You'll Think _____!

- And Just Wait Till You See the Ridiculously Low Price – You'll Think I've Lost My Mind!

14c. You're Getting _____ Quality for a _____ Price!

- You're Getting Ferrari Quality for a Yugo Price!

15. "Disqualify" the prospect.

15a. If You're Already _____, Then This Isn't For You. But If You Want _____, Then Read On!

- If You're Already Raising Big Pumpkins That Win Awards at the County Fair, Then This Isn't For You. But If You Want Award-Winning Pumpkins That Also Taste Great In Pies, Then Read On!

15b. If You Already Have/Are _____, You Can Hit the Back Button Because These _____ Secrets Aren't For You...

- If You Already Have 20/20 Vision, You Can Hit the Back Button Because These Vision Secrets Aren't For You...

15c. If You Already Know How to _____, Then You Won't Be Interested In This _____...

- If You Already Know How to Sing Like an Opera Star, Then You Won't Be Interested In This Eye-Opening Video...

16. Tell the prospect how fast they can get the benefits.

16a. You Could Have Your First _____ Up and Running Before _____!

- You Could Have Your First Blog Up and Running Before Your Head Hits the Pillow Tonight!

16b. In Just ____ Hours/Days/Weeks/Months From Now You Could Be _____!

- In Just Seven Days From Now You Could Be Finished Knitting Your First Afghan!

16c. By _____ Your _____ Could Be _____!

- By Tomorrow Morning Your Acne Could Be Visibly Reduced!

17. Tell the prospect about another benefit.

17a. You'll Also Find Out _____ in _____ Flat!

- You'll Also Find Out How to Cook a Gourmet Meal in 15 Minutes Flat!

17b. Plus You'll Even Discover _____ Virtually/Literally _____!

- Plus You'll Even Discover Which Little Known Herbal Spray Virtually Eliminates 98% of the Pests In Your Garden!

17c. Plus You'll Even Learn _____!

- Plus You'll Even Learn How to Line Dance Like a Country Music Star!

18. Qualify the prospect with an easy test.

18a. If You Can _____, Then You'll Want to Read Every Word of This Letter to Discover How You Too Can _____!

- If You Can Copy and Paste, Then You'll Want to Read Every Word of This Letter to Discover How You Too Can Make Money Online!

18b. Do You Ever Wish You Could Learn to _____ Like a Pro? Then You've Come to the Right Place!

- Do You Ever Wish You Could Learn to Salsa Dance Like a Pro? Then You've Come to the Right Place!

18c. Do Your _____ Ever _____? Then You'll Be Happy to Know That _____ Is Just a Click Away...

- Do Your Legs Ever Ache After a Long Day On Your Feet? Then You'll Be Happy to Know That Total Relief Is Just a Click Away...

19. Raise an objection.

19a. "Here's Your No Fluff, No Filler, No B.S. Guide to _____!" *[This one is for a product that might be perceived as too short.]*

- "Here's Your No Fluff, No Filler, No B.S. Guide to Avoiding Bankruptcy!"

19b. These are _____, _____ and _____ Audios! *[This is for an audio product that hasn't been professionally edited to remove things like the occasional coughing, dogs barking, etc.]*

- These are Raw, Uncut and Uncensored Audios!

19c. I'm No _____, So If You're Looking for _____ You Better Look Elsewhere. But If You're Looking for the Most Jealously Guarded _____ Secrets, Then Read On... *[This sort of posthead might be appropriate for a seller who's selling a book in a language that's not his first language.]*

- I'm No Shakespeare, So If You're Looking for Beautiful Prose You Better Look Elsewhere. But If You're Looking for the Most Jealously Guarded Money-Making Secrets, Then Read On...

20. Whet your prospect's appetite or arouse curiosity.

20a. Read On to Discover _____...

- Read On to Discover the Startling Details...

20b. Read On to Discover the Miraculous/Fabulous/Unbelievable Story of _____...

- Read On to Discover the Miraculous Story of How a Man Born Without Legs Won a Marathon...

20c. You're About to Learn _____ On _____... Without _____!

- You're About to Learn How to Save \$128 On Your Next Visit to the Grocery Store... Without Clipping a Single Coupon!